

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 20. NEW YORK AND CHICAGO, NOVEMBER 11, 1911.

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SIX MONTHS, \$1.00

TO STOP TIPPING

The Commercial Travelers' League Has Served Notice on the Hotel Men That They Will Stop at Private Houses Unless the Abuse Is Ended.

COMMERCIAL travelers of the United States have started a campaign against hotel tipping which, they say, costs them \$50,000,000 a year. That sum, P. E. Dowe, President of the Commercial Travelers' National League, says is disbursed by salesmen annually among bellboys, waiters, and porters, in addition to \$325,000,000 paid as regular hotel charges.

President Dowe mailed this week to the various associations of hotel proprietors what he calls the "final call" of the traveling salesmen, in which he says:

WILL STOP AT PRIVATE HOUSES.

"The traveling men, forced to action in self-protection, fully aware of the fact that increased expenses mean decreased salary under present business conditions, and finding only one way to bring the hotel proprietors to a realization that they have underrated public sentiment against the tipping abuse, are preparing to compile lists of private houses where transients can be accommodated.

"For commercial men with trunks it is proposed to establish in the central section of each city a loft or lofts, divided into light, clean showrooms. Many of the hotel sample rooms are in damp and unhealthy basements, as numerous commercial travelers can evidence by doctor's bills.

TRAVELERS NOW MEAN BUSINESS.

"You can see that we mean business, but in consideration of the self-evident fact that your members have failed properly to gauge the sentiment against tipping we will withhold definite action a reasonable time, and if there are no signs that the hotel proprietors propose to put their help upon a self-respecting basis, making them wage-earners instead of beggars for gratuities, no power on earth can prevent our carrying out our programme of reprisal.

"Hotel guests are expected to hand out the coin for every service or attention by the hotel help, from the hallboy who carries the grip back of an incoming guest to his room and hangs on until the rake-off is provided, to the porter who calls a cab or carries a grip from the doorway to the bus."

Patterson Dines Delegates

(From Our Regular Correspondent.)

St. Louis, Mo., Nov. 6, 1911.—On Thursday evening of last week a very pleasant dinner party was given by Robert D. Patterson to members of the St. Louis Stationers' Club who attended the national convention in Buffalo last month. Mr. Patterson, who is manager of the stationery department of Buxton & Skinner Stationery Company, and a member of the Executive Committee of the National Association, was a delightful host. Places were reserved for eight, and dinner was served promptly at 6 o'clock at the Missouri Athletic Club. The affair was mingled with the usual St. Louis noise and good fellowship. As usual, local and National Association problems were the chief topic for discussion. Each one present was called upon to make a little speech, and their talks were very pleasant and interesting. The evening was one of the best ever enjoyed by the local body, and a vote of thanks was extended to Mr. Patterson for his kindness. SOUTHWEST.

All Are Essential

The American-Hawaiian Paper and Supply Company, Honolulu, writes: "Herewith we enclose you \$9 in payment of renewal of our subscription for The Paper Trade Journal, THE AMERICAN STATIONER, and for a copy of the 1912 Paper Trade Directory. Every one of your publications are first-class and are essential to our business. We are over 5,000 miles from the market, and your journals keep us closely up to date and in touch with trade matters."

When you talk quality, you must deliver quality. The delivery speaks the louder.

F. W. WOOLWORTH

This Is the Name of the \$65,000,000 Corporation Which Will Take Over 600 5 and 10 Cent Stores—F. W. Woolworth to Head New Corporation.

F. W. WOOLWORTH, the well known pioneer in the 5 and 10 Cent Store line, announced this week that a new corporation is about to be formed under the name of "F. W. Woolworth Co.," to take over the business of F. W. Woolworth & Co., New York; S. H. Knox & Co., Buffalo, N. Y.; F. M. Kirby & Co., Wilkesbarre, Pa.; E. P. Charlton & Co., Fall River, Mass.; C. S. Woolworth, Scranton, Pa.; W. H. Moore, Watertown, N. Y., and W. H. Moore & Son, Schenectady, N. Y.; also a controlling interest in the English business of F. W. Woolworth & Co., Ltd.

This new company will own and control over six hundred five and ten cent stores, doing business in all parts of the United States and in Canada and England.

It is learned that the capitalization of the new company is to be \$15,000,000 7 per cent. preferred stock and \$50,000,000 common stock. Goldman, Sachs & Co. and Lehman Brothers, of New York, and Kleinwort Sons & Co., of London, will acquire an interest in the securities of the new company when organized.

F. W. Woolworth will be president of the new corporation. Associated with him on the boards of directorates will be men who are at the head of the different concerns that are to be taken over. Mr. Woolworth, when questioned as to whether the securities were to be listed on the New York Stock Exchange, said: "I do not know." Incidentally no definite statement was obtainable as to when the new common and preferred stocks are to be issued.

Mr. Woolworth said: "The new company will start with 600 stores and there will be more than 20,000 employees."

Every one of the men who have joined hands with Mr. Woolworth is either a former partner or has been associated with former partners. One is his brother.

NEW MEETING PLAN

Philadelphia Stationers Are Pleased with the Publicity of Plan of Simultaneous Meetings of Trade Organizations.

(From Our Regular Correspondent.)

PHILADELPHIA, November 8.—The generous exposition and editorial comment given by THE AMERICAN STATIONER to the suggestion made by Charles H. Marshall, of the William H. Hoskins Company, as a member of the Philadelphia Stationers' Association and which in brief was, that trades allied with the stationery hold their national conventions at the same time and place, although without a merging of identities or an amalgamation, was received with marked expressions of approval by the Philadelphia trade. The author of the suggestion, however, had one little criticism to find and that was that credit was given only to himself instead of to the association and its president. Mr. Marshall, however, confirmed the entire accuracy of the story. Asked to comment upon it today he said:

MR. MARSHALL URGES DISCUSSION OF THE PLAN.

"I am pleased to see that THE STATIONER has given such generous recognition to what I believe is a topic well worthy of the consideration of the trade and its allied industries. Discussion of the proposition, whether it is accepted or rejected, will unquestionably do good. But at the present time I think it well to give others an opportunity of presenting their views on the subject. I have no doubt that such consideration will be given. The matter may be taken up tomorrow meeting when the Stationers' Association meet conjointly with the Printers' Craftsmen's Club in order to hear the story of paper making and see the moving pictures illustrating it by a representative of the Strathmore Quality Mills."

Philadelphia having made the suggestion, the members of the Philadelphia trade, while practically a unit in support of it, are inclined to give opportunity to all who may be interested to discuss it before further pressing the subject. But the last issue of THE STATIONER was perhaps more widely read than any recent number, assiduously as all these are followed by all who desire to keep abreast with the time. Certainly an informal and probably a formal discussion of the question will be given under the happy auspices of the first joint meeting with an allied trade tomorrow evening.

A NEW BOOK PUBLISHING COMPANY.

The friends whom Matthew Matlack has made, both in this city and in New York through his long connection with the book publishing trade, will be pleased to learn that he is about to venture into business on his own account. He has formed a partner-

ship with Charles Graham, also widely known here, and shortly they will begin in New York City the business of a publication house for popular books, catering especially to the five and ten-cent store trade. Mr. Matlack served a long period with Altemus & Co., of this city, and subsequently with Hurst & Co., New York, and has acquired expert information. Mr. Graham also is thoroughly posted on the business through his services with Donahue Brothers, of Chicago.

MILLER, LYONS & CO. RETIRE.

Miller, Lyons & Co., whose retirement from the jobbing stationery business was reported last week, have closed their 6th and Market streets store after having disposed of the stock to various interests. The firm was in business about two years and seven months and is reported to have lost about \$14,000. It is understood that the Miller brothers will resume activities as stationery salesmen while Mr. Lyons will go into another line of business.

NOVEL GAME CHEST.

The Hoskins Store is showing a very novel game chest, believed to be the first of its kind arranged. It is the work of William Nichol, in charge of the Fountain Pen and Playing Card Department. In a leather covered case of attractive design are stored poker chips, poker dice and poker cards, dice checkers, transparent dice, spot dice, Sniff set bridge cards, chessmen, small cards for playing solitaire, and the paraphernalia for cribbage, backgammon, auction bridge and other games. And yet it is so light that it can readily be carried about by a woman. The set retails for \$85.

D. W. Timberlake, of the United States Playing Card Company, is in town with his always attractive line.

William Lee has left the employ of A. J. Holman & Co., this city, to join the sales force of Reiley & Britton, of Chicago.

Trade shows a satisfactory increase during the week. Holiday inquiries are coming in splendid shape and everything looks good ahead. E. R. G.

The Customs Tariff of Cuba

The customs tariff of Cuba has just been added to the series of foreign tariffs, now twenty-seven in number, published by the Bureau of Manufactures of the Department of Commerce and Labor. This tariff possesses peculiar interest because of the close trade relations and the unique treaty relations existing between Cuba and the United States. In no other foreign country, except to a limited extent in Brazil, are American products admitted at more favorable rates of duty than the products of competing countries.

Spanish, American and Cuban influences have all contributed to the formation of the present Cuban tariff. The measure now in force was promulgated during the Ameri-

can occupation of the island, but was based largely on previous tariffs of the Spanish regime, and has undergone considerable modification at the hands of the Cuban government since the island became independent.

The reciprocity treaty of 1902 between the United States and Cuba provides for mutually preferential treatment in tariff matters. Each country grants to products of the other country admission at lower rates of duty than are applied to imports originating in any third country. This competitive advantage is clearly reflected in the commercial statistics of Cuba, which show an increase of 65 per cent. in the imports from the United States since the treaty went into force, while the imports from all other countries increased only 30 per cent.

Soon after the reciprocity treaty became effective the rates of duty, with few exceptions, were raised 15 to 30 per cent. above those previously in force, and this percentage increase applies equally to rates enacted since 1904. A computation is therefore required, when using the official Cuban edition, to ascertain the current rate of duty and a second computation to obtain the reduced rate accorded to the United States.

The Bureau of Manufactures' edition of the Cuban tariff gives the complete text, brought down to date, and in separate columns the actual rates of duty applicable to imports from the United States and from other countries, all necessary computations having been made by the bureau. This new 89-page pamphlet contains, in addition, the reciprocity treaty and full information concerning the procedure for obtaining the reductions granted to United States products. Customs regulations, decisions, and notes are given freely throughout the work, and an introduction, prepared by the tariff expert of the bureau, traces historically the growth of the Cuban tariff and explains

Copies of the Customs Tariff of Cuba will be distributed by the Bureau of Manufactures to applicants who are engaged in export trade.

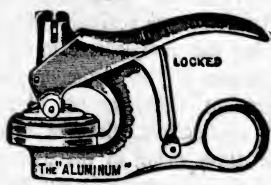
Waterman Booms Underwood.

According to L. E. Waterman, of New York, of fountain pen fame, Oscar W. Underwood, of Alabama, is one of the leading men in the United States, says one of the Birmingham (Ala.) dailies. Though a republican, Mr. Waterman says that he will vote for Mr. Underwood, if he should be the candidate of the democrats for the presidency. Mr. Waterman says also that he does not believe the dissolution of the big trusts of the country is going to have a bad effect on business, except for a little while. The government is preparing for individual companies that will be better than one big business, and the local conditions will improve when the plans are effected.



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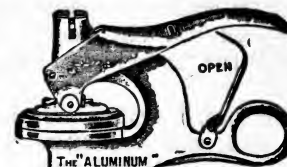
Our papers are also supplied by Eaton, Crane & Pike C o., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



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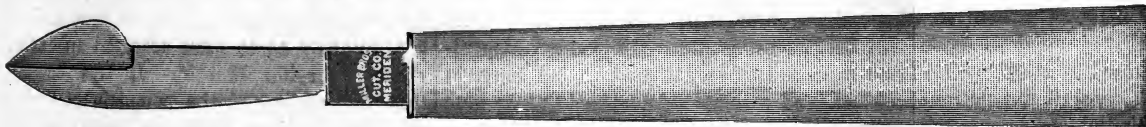
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AGENCIES in every part of the world—in every city of prominence.

Sudden Death of S. T. Buckham

Stephen T. Buckham, one of the best known young men in the stationery trade of Greater New York, died suddenly on Sunday, November 5, of heart failure, caused, it is believed, by over exertion. Mr. Buckham had started on the Saturday previous on a hunting trip to last over the holiday on November 7, at his summer home on Oscanawanna Lake, near Peekskill, New York.

With two friends he went out on Sunday morning, and on reaching the hunting grounds had gone on alone, intending to join his friends later in the day. Night came on and he failed to meet them, and, alarmed, they started out to find him, with the result that shortly after they came upon his lifeless body in the woods. The Coroner after an inquest stated that death must have been caused from heart failure, brought on by over exertion. The remains were brought to his late home, 396a Decatur street, Brooklyn, Tuesday last, by J. W. R. Merckle, of the Thaddeus Davids Co., who was to have been a member of the hunting party but was prevented at the last moment from going by press of business. It will be remembered that Mr. Buckham was badly injured last January in an automobile accident.

The funeral services were held Wednesday night and were attended by a large circle of friends and business associates, while the floral tokens were profuse. Both the church services and those according to the Masonic ritual were held.

Stephen T. Buckham was born in Brooklyn 37 years ago and had made that his home all his life. He first entered the marble business, but found that not to his taste, and being of a nature that required more energetic work, determined to start out for himself, and thereupon entered the stationery field. A few months later, however, he joined the forces of the Tower Manufac-

turing & Novelty Co., and for seven years labored faithfully and well for that organization. He later had his second opportunity to again enter business for himself, but this he gave up in December, 1908, to become the representative of the Thaddeus Davids Co. in Greater New York, and with whom he was connected at the time of his death.

Mr. Buckham was prominent in Masonic circles, a thirty-second degree Mason, being



THE LATE STEPHEN T. BUCKHAM.

associated with the Anglo-Saxon Lodge of Brooklyn and the Aurora Grata Consistory. He was also a member of the Royal Arcanum.

The deceased not only made friends, but kept them, and there will be many who will mourn his going. His sunny disposition appealed to all with whom he came in contact, and as he was not the kind to give offence to any it is doubtful if he had an enemy in or out of the trade. The princi-

pals of the Thaddeus Davids Co., as well as those of the Tower Manufacturing & Novelty Co., and everyone connected with the two concerns, speak of him only in the highest terms. His untimely end has been a great shock to his wide circle of friends, all of whom had an affectionate regard for him. In the words of the Rev. John Stapleton, "He was a Man."

The deceased was married about fifteen years ago and is survived by a widow and three children, two sons and a daughter, as well as by his father.

Trademark Registration.

A recent decision of the United States Circuit Court of Appeals is illustrative of one of the difficulties that grow out of our common law system of trademark property, in that the rights of a trademark owner, even though he may have registered his mark in the Patent Office and may suppose that his title thereto is invulnerable, are nevertheless liable to be cut off by proof of prior use thereof by some other party.

The mark in litigation, the word "Princess" for shirtwaists, was registered in the Patent Office by the complainant in 1907, but it was shown in the testimony that there had been an extensive use of the trademark in connection with the same goods since a time prior to the date of use claimed by the complainants, and prior to any date which they were able to show by persuasive evidence. The Court said that by reason of such common use prior to 1901 the registration of the complainant was of no effect. It was not necessary to find that any one of these persons had used the word as a mark so long and so continuously as to have acquired an exclusive ownership therein. It was enough that the rights of the complainant under the registration were, by such proofs, shown to be null.

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are made to meet the highest standard required in the papeterie trade. It is not alone the artistic quality of the cover design but the intrinsic value of the contents that measures the true selling value of box papers. Both are combined in Whiting's Papeteries. In buying them the purchaser has the advantage of dealing with a firm whose manufacturing and selling experience, extending over a period of forty years, has enabled them to incorporate in their productions all the salient features which catering to a particular trade shows are sure to be appreciated.

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Makers of High Grade Papers

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They give Satisfaction

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MILES S. RICHMOND, TREAS.

GOOD IN BOSTON

Stationers in That City Report That Trade Has Held Up Very Well, Despite the Distractions of Politics.

New England Office, THE AMERICAN STATIONER, 127 Federal St., Boston, November 7, 1911.

While politics both local and state have occupied the stage for several weeks past, they have in no way detracted from the interest taken in business in general, with the result that the local situation has moved along at a rapid pace. While the election has increased orders for campaign literature, thereby benefiting the printers and commercial stationers, there was not the volume of this business this year as has been the case in previous campaigns.

STORES IN HOLIDAY ATTIRE.

The local stores are already assuming their holiday attire, and in many of the windows of the department stores are to be found displays of toys and other novelties to interest young America. The "Shop Early" idea will soon be sprung on the public, and with the support of the Boston Chamber of Commerce, as was the case last year, the holiday trade will no doubt make itself felt within the next week or ten days. Conditions among the local stationers are of the best, and there has been a good demand for staple lines as well as office and typewriter supplies.

The Des Arts Studios are planning for their removal from this city to their large plant at Holyoke, Mass. The success of this concern has been remarkable and its rapid growth has been due largely to the quality of its products and its ever watchfulness in caring for the needs of their customers. In Holyoke they will be lo-

cated near the source of their supplies, and with their immense floor space the opportunities for continued growth are more favorable, and it is safe to say with the experience, push and energy behind its reorganization their business will continue to increase.

Henry E. Dicks has applied for membership in the Boston Stationers' Association, as also has H. B. Van Dorn, of the Boston office of Joseph Dixon Crucible Co., and F. B. Clark, of F. B. Clark Co.

Fred M. Brown, representing Eberhard Faber Co., of New York, is due to again make the rounds of the local trade during the next week.

J. H. Hubbard, for some time past with W. M. L. McAdams, has severed his interests there and is now representing the New England Carbon Co. in Boston and vicinity.

A PAPER-MAKING EXHIBIT.

The Parsons Paper Co., of Holyoke, Mass., has a very interesting display in the window of Brown-Howland Company, dealers in office supplies, 125 Federal street. Besides photos showing the various stages in the manufacture of the company's papers and the raw products used, there is a very interesting autograph album, which was used by this concern at its exhibit during the Pan-American Fair. The book is probably the largest of its kind ever made and shows the signature of William McKinley written in it but a few hours before his assassination. It also contains the signature of ex-President Roosevelt and other well-known individuals, as well as many dignitaries of foreign countries who visited the Pan-American Exposition. The display in its character is simple, but its novelty is attracting large crowds to the windows of this young concern.

A. C. Ripplier, representing Henry Bainbridge & Co., of New York, has been here during the past week bubbling over with good stories and optimistic opinions of the business situation.

E. W. Pond, representing J. G. Shaw Blank Book Co., of New York, is expected to reach here during the present week for round up of the local trade.

O. P. Hazzard, representing C. S. & R. B. Co., of Chicago, successor to I. P. Denison in this section, made his initial call last week on the local trade.

The New England News Co. established a precedent today by the closing of their entire departments at one o'clock for the rest of the day so as to permit all their employees to cast a vote at the polls.

Among the traveling men to call on the local trade during the past few days were F. B. Knox, representing the Gibson Art Co. of Cincinnati, Ohio; A. N. Davidson, representing the Charles M. Higgins Co., of New York; John A. Sherman, of the Sherman Envelope Co.; W. H. Nelson, representing the Whitcomb Envelope Co., and R. Weisenborn, representing the American Lead Pencil Co., of New York.

A. A. TANYANE.

It may give an inkling to the amount of stationery that the city of Toronto alone requires in a twelvemonth to state that one hundred million letters and postcards are despatched from that city in a year and seventy-five million are delivered in the city. These are the official figures just made known by the postmaster. In addition to this, 950,000 registered letters are distributed within the city limits and the total annual revenue from all local postal sources is \$1,709,493.

Hitch Up These Two Giants!

The consumer's insistent demand is for a pencil that looks well, sharpens easily, writes smoothly and seldom breaks.

The retailer's insistent demand is for a pencil that moves itself—for something that will not collect dust on his shelves.

DIXON'S AMERICAN GRAPHITE PENCILS

have always satisfied their most exacting users because they are first required to meet the inspection of a more rigid judge—an ideal.
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MADE IN SEVERAL STYLES

If your jobber cannot supply you, write us for descriptive matter and prices of full line. Imprinted matter furnished free.



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In order to commemorate this event

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"JUBILEE" Lead and Copying Pencils

Packed in colored lithographed metal boxes at very low prices.

Have you a stock of this new and unusual line on hand?

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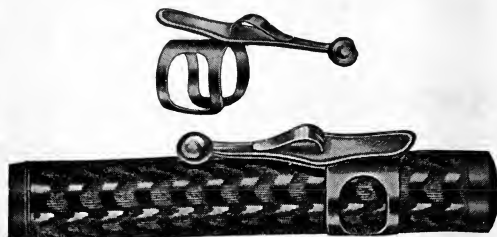
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RIVAL NON-LEAKABLE

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Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver Filigree Mounting, for Holiday and Fine Trade.

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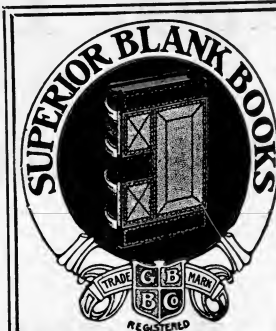
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GRESHAM BLANK BOOK COMPANY

"SUPERIOR" BLANK BOOKS

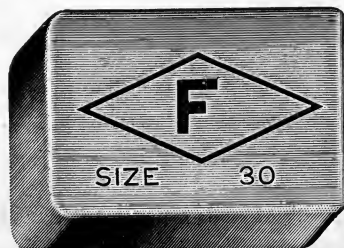
316 HUDSON STREET :: NEW YORK



Eberhard Faber **F** Red Pencil Rubber

A fine quality soft, red pencil rubber, the erasing properties of which are not excelled by any rubber.

No. 1025



Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

Samples Sent on Request

Eberhard Faber - - New York

TRADE ITEMS

Now that the "off-year" election is over business men are in a better position to forecast the future and discount the possibilities of political disturbance next fall. As both parties will struggle at Washington this winter to prevent each other from gaining any advantage with which to go before the people in the presidential election it is a safe guess that Congress will not do anything disturbing this winter, especially as the House, the Senate and the President are at odds.

Between now and the beginning of the campaign next fall there is therefore plenty of time in which to do business and from all accounts there is plenty to be done, as stocks of all kinds are comparatively low, due to the conservative spirit which has prevailed since the panic of 1897. The low prices and small stocks make a combination that buyers can not indefinitely ignore. While no great increase in business is expected within the next eight months still there is no reason why a good volume of trade should not be done between now and the time of the political conventions next summer. And that such will be the case there are many encouraging signs. One of these is the recovery in industrial stocks which in turn has imparted a better tone in other lines of business.

Among the signs of improving conditions is the fact that the railroads of the country have recently ordered 20,000 cars and 20,000 tons of steel rails, all of which indicates strongly that the big transportation lines need a larger equipment to enable them to handle the business of the country. This does not look like a dull prospect, especially when taken in connection with the reports of bumper cotton and corn crops.

Another very good sign is the comparatively small disturbance that was caused

by the news of the Government's prosecution of the steel trust. This showed plainly that Wall Street disturbances have not the effect they once had on business. In view of the refusal of the country to be turned topsy-turvy by a shrinkage in the paper values of Wall Street there is ground for the belief that business conditions are sounder than they have been for some time. With the election now over the outlook is also more cheerful.

A very striking advertisement is that of the L. E. Waterman Company, which occupies the back cover of the programme of the American Land and Irrigation Exposition, which was held this week in the Madison Square Garden, New York. The feature of the advertisement are two homes of plenty which are represented emptying the fruits of the earth in the shape of various kinds of vegetables, all of which are done in colors. A field of wheat forms the background to the scene with the words "Waterman's Ideal Fountain Pens" running across the upper half of the page. An old-time quill pen and a Waterman's Ideal help to form part of the framework of the advertisement, the cornucopias completing the upper frame of the picture. This advertisement was very effective.

In sustaining protests filed by B. Altman & Co., of New York, the Board of United States General Appraisers holds that the Collector of Customs at New York erred in his classification of pocket knives and pencils imported by the protestants. The articles were returned for duty as "articles of personal adornment," with duty the equivalent of 85 per cent. ad valorem. The importers alleged that the pocket knives should be allowed to enter at 40 per cent. ad valorem and 20 cents each under the provision in the Act of 1909 for "pocket knives," while the pencils were claimed dutiable at 45 per cent. ad valorem as "manufactures of metal not specially

provided for." The claims are sustained, and the Collector ordered to make a re-liquidation on the basis of the lower duties granted by the board.

A blaze which started in the stationery store of George Strombert on the ground floor of 1821 Pitkin avenue, East New York, New York City, on Friday of last week, caused a big scare among the tenants in the building, which resulted in fifteen of them being overcome with smoke.

The store formerly occupied by Hugh Armstrong as a shoe store on Broad street, Burlington, N. Y., has been opened up with a full line of stationery, toys, games, periodicals and magazines, by Willis Ridgeway.

The John G. Massie Manufacturing Company, of East St. Louis, Mo., was incorporated last week, capitalized at \$50,000, to make novelties.

John B. Waring, who died last week at Flushing, N. Y., became connected in his youth with the old Empire Pen Company, which years ago had a plant in West 36th street, New York City. While with that company he invented two pens, one of which was named the Chase Medallion and the other the Washington Medallion. Both of these pens were popular in this country and abroad.

F. A. Jones, who resides at the Hotel Cumberland, New York City, is honorary secretary of the Charles Dickens Centenary Testimonial and as such has on sale the Dickens Centenary bookplate stamps, which are exquisitely engraved miniature portraits of the famous author. They are issued in sheets of twelve, price 25 cents, and are mailed free.

An up-to-date book, office furniture, business systems and stationery store will be opened shortly in Rockford, Ill. Harry McFarland will be the head of the new concern.

Koehn & Koehn, postcard dealers, will

Every One of Your Customers

to whom you sell Hurd's Fine Stationery will henceforth choose this in preference to all others.

BECAUSE every purchase made from these lines means securing the greatest possible value for the amount of money expended.

BESIDES, every style is distinctive and the standard for its respective class.

The large number of holiday orders we are receiving every day, prompts us to remind those who have not as yet placed their orders, that they should lose no time. We can give them a handsome assortment upon short notice.

HURD'S
FINE STATIONERY
TRADE MARK

GEORGE B. HURD & CO.
Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

soon occupy the store at 75 West Randolph street, Chicago. This firm now has five stores, centrally located, for the sale of postcards in Chicago.

Henry D. Quin, of Milwaukee, Wis., filed a petition in bankruptcy last week. He said that his liabilities amount to \$885, including \$505 of unsecured claims. His assets are scheduled at \$15,500. The petitioner says that \$14,800 of his assets are invested in stock in the Quin Blank Book & Stationery Company. He also says that the stock is pledged to W. H. Reed as collateral to secure the company's notes. An involuntary petition in bankruptcy was recently filed against the company.

The W. J. Miller Printing and Stationery Company, of East St. Louis, Mo., was incorporated last week. Capitalized at \$10,000. The incorporators are: W. J. Miller, F. D. Elliot, Claude W. Browning, all of East St. Louis.

The Kabus Rubber Company, of 44 East 23d street, New York, has applied for membership in The Stationers' Board of Trade of New York.

Schedules in bankruptcy of James L. Perkins & Co., book publishers, 13 Cliff street, New York, show liabilities, \$59,368, and assets, \$29,835, consisting of stock, \$1,928, book plates, \$18,304, unbound pages and illustrations, \$500, accounts, \$6,001, notes, \$2,830, office furniture, \$100, and cash \$82. Among the creditors are Mac-

donald & Co., Boston, \$17,126; C. H. Simmonds & Co., Boston, \$5,555; Quinn & Jennings Company, \$5,239; Perkins, Goodwin Boden Company, \$12,503; Williams Bind-Company, \$6,919.

The United States Envelope Company has declared a special dividend of 1 per cent. on its preferred stock in the line of making up the accrued cumulative dividends, which, with this paid, will be reduced to 7 per cent. The company is to pay off \$500,000 of its bonds this winter, and is working along toward dividends on its common stock.

Judge Ward in the United States Circuit Court, sitting in New York City, upheld this week the right of the owner of a patented article to impose on retailers buying from him the condition that they shall not sell the article below a certain price. The decision was given in overruling the demurrer filed by Charles A. Keene, of 180 Broadway, in the action which the Waltham Watch Company is bringing against him for an alleged violation of the purchase contract in selling movements for less than its stipulated price. Keene received twenty days in which to file his answer to the complaint.

R. C. Shumaker, who for a number of years past has conducted the Racket Store, in Galesburg, Ill., has leased the vacant store in the Foltz building, that town, and will occupy his new quarters on December

first. Mr. Shumaker's already large stock of goods will be enlarged and on his opening in the new quarters he will be ready with a fine line of Christmas merchandise.

John T. Hughes and J. R. Pentecost, trading under the firm name of Hughes & Pentecost, of Scranton, Pa., filed a voluntary petition in bankruptcy in United States Court last week. They conduct a stationery and new business in Blakely. The firm's assets amount to \$530, while the liabilities total \$1,258.77.

The Kabus Rubber Company is now all ready to do business, having this week got its offices at 44 East 23d street, New York, fitted up. The company occupies Rooms 214 and 215 at that address, and has a large stock room with ample shelving adjoining. The offices are handsomely furnished and present an attractive appearance. With an ample stock on hand, which it will soon have from its factory, the company will be in a position to fill orders promptly.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK



HELPING BUILD UP EVERY STATIONERS' BUSINESS

This we are doing by our extensive advertising campaign in the leading magazines, whereby we are sending buyers for our leading line of papeteries to every stationer. Probably you have already received calls for this attractive line. You should have some **WARDWOVE WRITING PAPER** trade building—trade holding in stock.

Drop a line to our nearest branch, and samples will be shown at your pleasure.

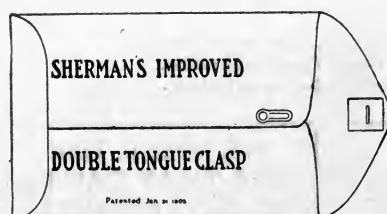
WARD'S

SAMUEL WARD COMPANY
57-63 FRANKLIN STREET

BOSTON

New York—621 Broadway. Chicago—35 So. Dearborn St. San Francisco—833 Market St.

REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."

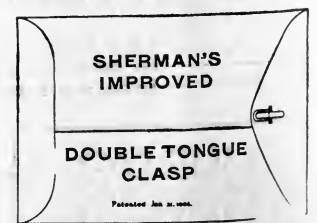


Sherman's New Envelope

Also Manufacturers of all Kinds and Sizes of

ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper. Also Sherman's Improved Double Tongue Metal Clasp Envelope and the Sherman Sinegraphic Envelope. Send for Samples and Prices of Sherman's Improved Double Tongue Clasp



SHERMAN ENVELOPE CO.,

WORCESTER, MASS.

GIBBS' LOVING CUP

The List of Those Who Had an Opportunity to Subscribe to It Is Here Printed for the First Time.

So that the readers of THE STATIONER can have the ocular proof of the high regard in which Fletcher B. Gibbs, of Chicago, is held in the trade, the list of the subscribers to the "loving cup" which was presented to him at the Buffalo convention, is reprinted below. As can be seen from the personnel of the subscribers, appreciation of Mr. Gibbs' distinguished services is not confined to any clique or coterie—and had there been more time in which to gather subscriptions the list of names would have represented the membership in the National Association—and quite a few hundred more.

The original list with its heading reads as follows:

Subscriptions for a loving cup to be presented to Fletcher B. Gibbs, in appreciation of his untiring energy and unselfish devotion to the interests of the National Association of Stationers and Manufacturers of America. SUBSCRIPTIONS LIMITED TO \$1.00.

Irving P. Favor, Charles P. Garvin,
Andrew Geyer, George F. Malcolm,
W. D. Bevin, C. H. Everly,
Wm. C. Bardenheuer, Sam Mayer,

Emil Berolzheimer, Chas. A. Stevens,
F. D. Waterman, Willis P. Whiting,
John M. Ready, James T. Lacey,
Theo. L. C. Gerry, F. E. Korn,
John Brewer, R. R. Spencer,
Edward V. Brokaw, Geo. A. Olney,
A. Langstadter, Chas. H. Shields,
Clarence M. Smith, Sol. A. Arons,
Wm. G. Whittemore, Harry J. Tyndale,
H. W. Rogers, Samuel Ward,
Chas. A. Lent, L. B. Herr,
Herman F. Jans, W. H. Longley,
D. E. Condit, J. J. McWilliams,
R. H. Baxter, Robt. D. Patterson,
J. W. R. Merckle, J. B. Irving,
S. T. Buckham, A. K. Pratt,
L. E. Williamson, C. S. Hemingway,
E. A. Shipman, H. Randolph Elliot,
John Jay Tindale, Jr., Lansing G. Wetmore,
Edward J. Weis, Chas. C. Walden,
H. P. Rockwell, W. J. Chaplin,
Charles E. Falconer, August N. Ritz,
Mortimer W. Byers, Wm. Rodiger,
Leonard A. Baer, H. S. Adams,
DuMonte A. Whiting, A. W. Williams,
Samuel Hobbs, Gust Meyer, Jr.,
W. S. Tuttle, E. Y. Horder,
Ralph S. Bauer, W. Gifford Jones,
E. D. L. Sperry, Chas. J. Stromberg,
Milton Lockwood, Harry L. Murdoch,
Charles N. Bellman, Harry Heymann,
F. L. Coggin, Arthur B. Daniels,
C. C. Cobb, William L. Daniels,
L. E. Waterman, A. A. Belknap,
C. S. Cooke, R. W. Weissenborn,

J. M. Goldstein, Wesley A. Stanger,
C. H. Numan, H. C. Sharp,
C. S. Severson, F. B. Towne,
Amedee Peting, O. H. L. Wernicke,
George E. Dyson, B. P. Bartlett,
E. F. Perry, Saml. E. Hilles,
Geo. C. Whittemore, R. B. Wilson,
L. A. Hawkes, Evan Johnson (Office
Appliances),
L. H. Heist, Gordon Cameron
H. C. Miller, (The American Sta-
tioner),
Henry E. von Wedel-
staedt, J. S. A. Wittke,
Fred'k P. Bushnell, A. Crusius,
W. E. Smith, H. C. Yeiser,
W. J. Kennedy, J. H. Schermerhorn,
Emil Regensburg, P. G. Underwood,
W. E. Cooper, W. B. Peabody,
Augustus F. Stott, R. A. Skinner,
M. Fulda, Frank R. Welsh,
L. R. Coppage, Eberhard Faber,
Harry F. Homer, C. B. Bleyler,
E. S. Wells, John C. Adams,
Chas. K. Wadham, Richard B. Carter,
S. S. Barrett, Alfred E. Besser,
Wm. G. Youse, Roland Altemus,
J. H. Hodkinson, Wm. Henry Brooks,
J. L. McMillan, G. E. Hamlin,
G. E. Hamlin, J. T. Jemison,
T. K. Brownell, James Logan,
Frank W. Bailey,

W. J. Anderson, of W. J. Anderson & Co., 341 Broadway, New York City, accompanied by Mrs. Anderson, is passing a few weeks at Lakewood, N. J.

NEW AND WINNING NOVELTIES**HETCHELED FLAX**

Having a fabric surface resembling the coarse woven flax cloth worn by our forefathers. Artistic and Attractive.

ALSACE LINEN

An entirely new and smart Conceit showing a small check of a dainty pattern, beautifully finished. Sure to be a winner.

CALEDONIAN CHECK

A charming plaid effect in a pleasing and stylish weave, carrying with it a real touch of the Heather.

These three companion papers are supplied in Ream Goods in all the fashionable sizes, also in Pound Goods and Papeteries.

The decorations in all the various forms are artistic and novel.

Now being shown by our representatives and Sales Branches

Eaton, Crane & Pike Company

PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

HOLIDAY TRIMMINGS.

The stationer who has a stock of wreaths, garlands, festoons, bells and other trim-



mings for supplying his holiday trade has a considerable advantage over his competitor who does not carry these necessary articles. As the New York News Company has a large assortment of these goods there is no reason why any stationer should lose trade for the want of these necessary adjuncts to the holiday time. On this page are shown illustrations of a few of the many things that every householder will need to give the proper holiday effect to his home. Without Christmas bells, wreaths and stars the holiday time would lose a great deal of its cheerful atmosphere. And as all of them can be bought at very low prices it behooves stationers to order a supply without delay. The New York News Company, 15 Warren street, will on request send all information in regard to prices and discounts to the trade.

CELLULOID ORNAMENTS.

An assortment of beautiful desk and mantel ornaments is that which A. L. Salomon & Co., 345 Broadway, New York, is now offering for the holiday trade. These are all small, averaging only a few inches in size and are made of celluloid,



having a nicely polished surface. For the most part they are perfect miniatures of various animals, such as horses, dogs, deers, camels, bears, etc. These little animal figures make very pretty ornaments and as they can be bought by the dozen, assorted, at a low price, they make good articles for stationers to handle for the holiday trade.

A NEW "MARKINGBRUSH"

A device that has been patented under the name of a "markingbrush," but is not a brush at all, was invented by a Texas man and is designed for marking packing boxes and the like. The implement is made of two thin strips of metal joined together for part of their length to form a handle and separated a fraction of an inch near the lower end, which runs into a V-shaped point. This separated portion forms a reservoir which is filled with ink or whatever fluid is used for marking. The "brush" operates on the same principle as the mechanical drawing pen. The fluid in the reservoir flows out through the point when the latter is drawn over any surface, and leaves a clean, straight line, in place

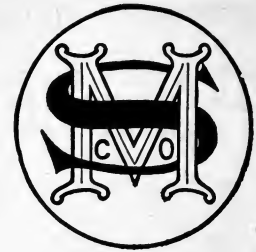


of the usual daub made by a bristle brush. Curved numerals and letters can also be drawn with it, however.

PENCIL DISPLAY CASE

A store accessory that will add greatly to the beauty of any counter is the crystal glass case (see next page), for displaying the celebrated Koh-i-noor propelling pencils in plain and silver and gold mounted numbers. Because of their beauty and intrinsic value these pencils are in demand all the year round. As they, however, make very suitable gifts, and ones that are much appreciated, a stock of them at this time would no doubt increase the holiday sales of any stationer.

The case is in keeping with the high-class character of the products of L. & C. Hardtmuth, being made of crystal glass and appropriately trimmed. It contains three dozen of the propelling pencils, which is the ideal pencil for the pocket. The plain numbers come in a great variety of styles, being made of celluloid for the most part, highly polished with plain black, yellow or variegated barrels, and with many of them having ends to contrast with the color and material of the bodies. The silver and gold mounted numbers are very artistically done, being beautifully engraved, chased or in plain gold and silver effects.



CAUSE

¶ We offer what your customers find answers their requirements, perfectly.

¶ They come for more and find it as good as ever—one lot uniform with the other.

¶ We do not sell to the consumer, direct.

¶ We help out customers to successfully compete with manufacturers who do sell direct.

¶ We manufacture everything in Carbon Papers and Ribbons.

¶ We ship promptly.

EFFECT

¶ We are the largest manufacturers of Carbon Paper in the world.

Manifold Supplies Co.

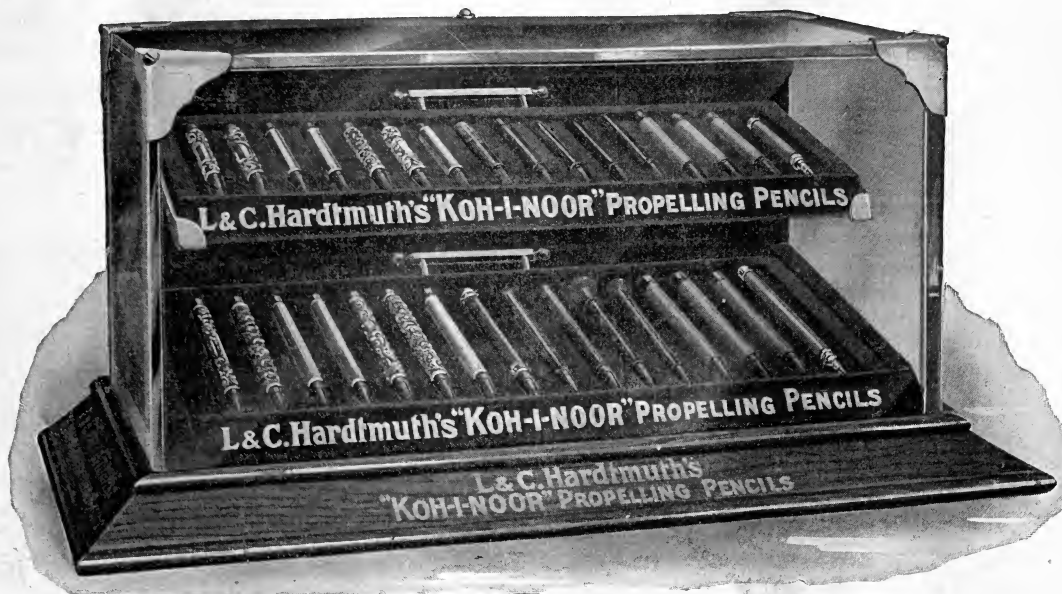
A. L. FOSTER, Pres. O. G. DITMARS, Vice-Pres.

180 THIRD AVENUE
BROOKLYN, N. Y., U. S. A.

Crystal Glass Display Case

for showing

"Koh-i-noor" Propelling Pencils



"Koh-i-noor" Propelling Pencils sell on sight, and yield a profit of from 80 to 100 per cent.

If you already carry them you can more than double your sales by placing one of these Cases in your store.

If you have not carried them, the sales made by using the Case will surprise and please you.

They sell at all times, but now is an especially good time to place an order on account of the Holiday trade. Get the case free.

WRITE TODAY FOR PARTICULARS, TO

FAVOR, RUHL & CO., 49 Barclay St., **NEW YORK**

79 Sudbury Street, Boston

423 S. Wabash Ave., Chicago

WE AT ALL TIMES CARRY IN STOCK A LARGE ASSORTMENT OF L & C. HARDTMUTH'S HIGH GRADE PRODUCTS

L. & C. Hardtmuth, 34 East 23d street, New York, will be glad to inform the trade how this case can be had without extra cost to stationers handling their pencils.

DENNISON CHRISTMAS BOOK

The Dennison Manufacturing Co. (New York stores at 15 John street and 15 West 27th) has issued this year a most remarkable edition of 300,000 Christmas books, showing in color fac-similes of its entire line of Christmas tags, cards, seals, labels and other gift dressings, as well as many practical gifts and decorations. In variety and number of illustrations, quality of color

PERSONALS.

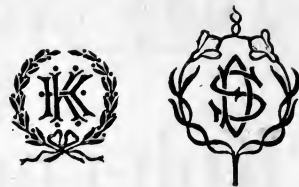
Mr. Wachtel, who represents M. Erle Bach Nachfolger, of Frankfort-on-the-Main, Germany, will be in the United States from the end of November till Christmas and will make his headquarters at 287 Broadway, New York, where he will receive all callers.

Ferdinand Kabus, president of the Kabus Rubber Company, of New York, is this week on a trip through New England in the interests of his company.

E. J. Kastner, Montreal, representative of the L. E. Waterman Company, was in New York this week on a visit to the headquarters of that company.

MONOGRAM POST CARDS.

The Robert Sneider Company, 55 Fulton street, New York City, is putting out



monogram private post cards in various styles, two of the designs being shown herewith. The cards are stamped from dies in relief, in various colors, and on a



work and size of book and edition, it surpasses anything ever before printed in America, and, when it is further known that a copy of this goes to 300,000 of the best families in the United States and Canada and every copy bears on the first page these words—"The Dennison Christmas Line is for sale by the dealers in your city—ask your dealer," it will be seen what a wonderful aid this book will be in merchandizing the Dennison Christmas Line.

F. L. Harding, 508 Broadway, New York, returned the first of the week from a trip West as far as Chicago. Mr. Harding met with considerable success with his 7-piece brass desk set, which retails for \$2.50, the trade evidently appreciating good value which the set offers. The set sells to the trade for \$15 a dozen, each in a carton, and 12 sets in a case. A single set costs \$1.35 each.

high-grade cambric linen paper with a neat plain embossed panel as a border. They are supplied in single dozen lots or more and will retail at a reasonable price. The cards are very neat, dainty and something that will no doubt appeal to the trade. It is a new line with this old established house and dealers wanting samples should write to the company for same.

Subscribe for THE STATIONER—It pays.

No man can be permanently successful who is not truthful.

WE OFFER TO THE TRADE PURE RUBBER BANDS

Made of the finest Beni Bolivian Fine Para Rubber, guaranteed for 5 years, at the right price.

Write for samples and quotations.

KABUS RUBBER CO., 44-60 E. 23d St., New York

"THE HOME OF THE HIGHEST GRADE LINE OF RUBBER GOODS MADE"

RUBBER

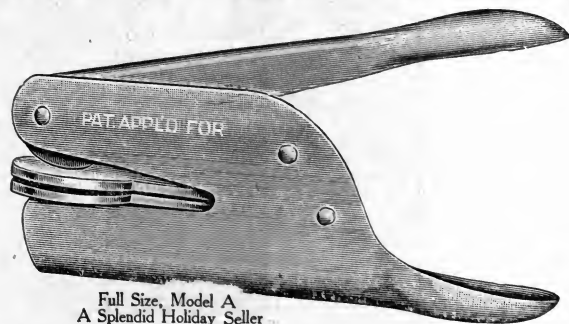


BANDS

You cannot afford to stock up on rubber bands without first dropping us a line and getting our prices and samples. Any rubber product bearing the trade mark "Daval" is the standard by which rubber products are judged, and you certainly desire the best. Our products bear our absolute guarantee.

THE DAVOL RUBBER CO., - Providence, R. I.

ROOVER'S HAND EMBOSSER



Full Size, Model A
A Splendid Holiday Seller

The best on the market, combining
NEATNESS, CONVENIENCE, USEFULNESS, LOW PRICE
Require little effort to sell—one sale leads to more



Single Initials—25 in a display box (except X) retailing for 25 cents each—to the dealer, \$3.75 delivered. Three Initials, \$1.00 each—To the dealer, 70 cts. delivered.

Samples of work and Price List, of our Extensive Line mailed on request. It's worth sending for as it gives full details.

ROOVERS BROTHERS, 100 Schermerhorn Street, BROOKLYN, N. Y.

"PAPERS OF QUALITY"

MOUNTAIN MILL SNOWDRIFT

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface; a relief from Harsh, Hard Surface Bonds.

MADE BY

MOUNTAIN MILL PAPER COMPANY LEE, MASS.

LIST OF MOUNTAIN MILL SNOWDRIFT SELLING AGENTS:

- | | |
|---|---|
| WM. H. CLAFIN & CO, INC'D.....No. 332 Summer St., Boston, Mass. | BEEKMAN PAPER & CARD CO.....No. 56 Beekman St., New York. |
| HOWARD FISHER PAPER CO.....Baltimore, Md. | F. D. SARGENT.....No. 13 North Pearl St., Albany, N. Y. |
| MIDLAND PAPER CO.....No. 332 West Washington St., Chicago, Ill. | WESTERN PENNSYLVANIA PAPER CO.....Pittsburgh, Pa. |
| KINGSLEY PAPER CO.....Cleveland, Ohio. | A. HARTUNG & CO.....No. 24-26 South Marshall St., Philadelphia, Pa. |
| DIEM & WING PAPER CO.....Cincinnati, Ohio. | O. W. BRADLEY PAPER CO.....St. Louis, Mo. |
| BEECHER, PECK & LEWIS CO.....Detroit, Mich. | ZELLERBACH PAPER CO.....San Francisco, Cal. |
| JOHNSTON PAPER CO.....South Market Square, Harrisburg, Pa. | F. G. LESLIE & CO.....No. 240 East Fourth St., St. Paul, Minn. |
| THE C. P. LESH PAPER CO.....Indianapolis, Ind. | ZELLERBACH PAPER CO.....Los Angeles, Cal. |
| BENEDICT PAPER CO.....Kansas City, Mo. | H. N. RICHMOND PAPER CO.....Seattle, Wash. |
| JOHN LESLIE PAPER CO.....Minneapolis, Minn. | W. E. EBBETS PAPER CO.....Syracuse, N. Y. |
| THE E. A. BOUER COMPANY.....Milwaukee, Wis. | A. M. CAPEN'S SONS, Export Agents.....No. 60 Pearl St., New York. |

IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure. We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

No. 130 Marguerite Playing Cards.

The old established firm of A. Dougherty, of 139-141 Franklin street, New

MARGUERITE No. 130.



Orchid Back No. 1311.

York, has one of the most attractive lines of playing cards now on the market and the excellent standard of quality is maintained in every respect.

For the holiday trade the Company is

MARGUERITE No. 130.



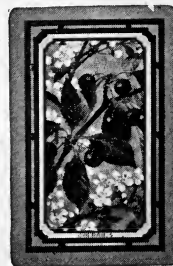
Golden Rod Back No. 1312.

offering No. 130 Marguerite playing cards which are something new in the way of a

fancy back card with gold edges; they are of whist size with large indexes, therefore suitable for bridge.

The designs are different and they are all dainty in appearance, printed in the natural colors of the flowers, such as Orchid, Lily of the Valley, Poppy, etc. They can be supplied in either Regular or "Linoid" finish—the latter being very acceptable for the reason that it makes shuffling easier

MARGUERITE No. 130.



Cherries Back No. 1307.

and lessens the possibilities of a misdeal. The cards are put up in a very attractive manner, namely, 2 packs in a small carton, 3 of these cartons to the half dozen, and dealers can so arrange the cartons that they will form an attractive display. List price, \$54 per gross. Samples will be sent upon request.

An envelope may be made to cover the enclosure partly or wholly, the former being called "Fine" cut or "Low" cut, the lat-

ter "High" cut or "Extra High" cut. It is this consideration that determines the price,

MARGUERITE No. 130.



Lilies of the Valley No. 1310.

or variation in price, of envelopes of the same size but different in shape.

The first necessity in manufacturing being to give sufficient overlap to afford ample security not only to the gummed flap but to the sealed flaps—sides and bot-

MARGUERITE No. 130.



Poppy Back No. 1308.

tom—that constitute an envelope when fastened together.

"SWAN SAFETY"

The Fountpen of Quality — Absolutely Non-Leakable

Electros and Window Display
Material Sent on Request

Imprinted Xmas Circulars
Supplied to Every Dealer

HANDSOME PROFITS

HIGHEST QUALITY

THE
HOLIDAY SEASON

IS DRAWING NEAR
IS YOUR STOCK OF THE

"SWAN SAFETY"

COMPLETE TO FILL ALL
DEMANDS



PRICES, \$2.50 UP

The Finish of Our Full Covered Fountain Pens is Very Superior

MABIE, TODD & CO. **M** 17 Maiden Lane, New York
Established 1843 **cto** 209 S. State St., Chicago, Ill. 124 York St., Toronto, Ont.





Quality Service and Price

These are the strong factors in any line of merchandise. When a manufacturer sets out to popularize a certain line of goods and spends his money advertising it, he naturally thinks first of its *Quality*. He sets a standard for this, and he maintains it. He can not afford to lower this standard, for if he does, all the expense of introduction is lost. The consumer has learned the wisdom of *buying* advertised goods, because he knows a judicious advertiser will not falsify. Wise stationery dealers are stocking the new

DeLuxe Line

of standard loose-leaf devices, because they know it is made on a high standard of *Quality*, and that more money is being spent in acquainting the consumer of this standard than was ever spent before in a loose-leaf advertising campaign.

The De Luxe Line satisfactorily meets every loose-leaf requirement from the highest grade current ledger down to the simplest sheet holder. It is made right, packed right, priced right, and shipped promptly on receipt of order. The burden of our Sales Department does not end when De Luxe goods are placed on your shelves, but when they are sold to your customer.

The De Luxe advertising campaign is free to you with your first stock order. Send for the DE LUXE DEALERS' PROPOSITION — to-day — and get the *right* start in Loose Leaf.

C. S. & R. B. CO., Inc.
Sacramento and Carroll Avenues
CHICAGO, ILL.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....\$2.00
Six Months..... 1.00
Three Months..... .50
Canada and Foreign Countries per year..... 3.60
Remittances may be made by draft, express or postal money order, or registered letter.

Telephone Cable Address
4603 Beekman Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Mr. Charles W. Hughes, of Mechanicville, N. Y., in renewing his subscription, writes: "THE AMERICAN STATIONER has been an indispensable feature of my business."

"SHOP EARLY"

Once again we hear this slogan of the wide-awake stationer, "Shop Early." Although only taken up last year its success was so great that it is now a trade fixture. Readers of our Boston and Chicago letters will notice that our correspondents in both cities refer to it as being heard again this week. This shows clearly that stationers are alive to the fact that the holiday buying season can be spread over two months instead of restricted to two weeks.

Last year the trade took up the new gospel and by advertisements and store and window cards urged the public to "shop early," and get the best of everything. In this effort stationers and other merchants were assisted by local boards of trade and, as was the case in Boston, by the Chamber of Commerce of the city. The combination was a winning one—sensible people seeing the wisdom of the advice and acting on it at once to their own and the merchants' advantage.

Now that the holiday season is here again stationers should at once enter in a cam-

paign to spread their holiday trade over the period from the present till New Year's day. That this can be done was amply proven last year when without very much co-operation buyers were gotten into the stores long before Christmas week. As the plan has everything to recommend it the better class of trade avails itself early of the opportunity to look over the holiday goods and to select what they want before the lines are broken and perhaps damaged by too much handling. To those who do not care to have their purchases sent home it is an easy matter for the stationer to put them aside and deliver them a few days before Christmas or New Year's.

All that is needed to make the "Shop Early" scheme successful is co-operation, and this can be easily arranged through local boards of trade or merchants' associations. And as now is the time to put it in operation stationers should get busy on the matter at once as it means many more dollars for them if they can get their trade to come in and make their selections before the rush time when only one-third of the customers can be waited on.

HOLIDAY TRADE

Stationers who have not already ordered their holiday lines or who need some more goods to complete their stocks should act at once or it will be too late. Just at present all the big jobbing houses are very busy filling orders that were placed some time ago. As these and the reorders will require considerable attention the stationer sending in an insignificant order must not expect the attention that he would receive in quieter times. But while there is an air of activity in all the big houses this week the question for consideration is: "What will it be from now till the week before Christmas?"

Each stationer who is not satisfied with his holiday line should consider this question and decide it now else he will lose possible profits just because the wholesale houses can not fill his orders. For this the late-comer has no one to blame but himself, and for him there is no compensation except the advantage of buying up a lot of odds and ends at a very low price.

This is really the last call for holiday goods and stationers who live at any distance from the big markets should send in their orders without further delay. A word to the wise ought to be enough.

Another thing that should be attended to

before the busy times set in is the trimming of the store for the holiday trade. This is really an important matter as customers are influenced to a large extent by the "atmosphere" of a store and nothing has as yet been devised that can take the place of green holly, ferns and bells and stars for the Christmas time setting.

Historic Pens are Guarded as Relics

Not the least interesting feature of the historical scene which took place recently in the White House library at Washington when the Anglo-American and Franco-American treaties were signed, was the presentation to President Taft of the gold pen with which he had signed the documents, says Tit Bits. Historic pens are religiously treasured in various parts of the world. For instance, South Africa guards jealously the pen used by King Edward when he signed the South African Union act.

The pen with which the Treaty of Vienna was signed is preserved in the family of Viscount Bangor, and is always used in signing the register when marriages of members of that family take place. Mr. Ward, who afterward succeeded to the title, was private secretary to Lord Castlereagh at the time of the signing of the treaty, and picked up as a treasure the pen with which it had been signed.

The quill of a golden eagle's wing, richly mounted with diamonds and gold, which was used by the fourteen plenipotentiaries who signed the treaty of Paris, in 1856, is now in possession of Empress Eugenie; while in the Berlin Museum may be seen the pen with which Queen Louise of Prussia signed her last will and testament, side by side with the pen used by William I. of Prussia in his famous letter to Queen Augusta informing her of the victory of Sedan.

Among the most valuable pens in the world is the one owned by Isaac Reed, of New York, who has refused 500 guineas for it. It is carved from the wood of a box presented to George Washington, which box was itself made from the lid of a desk which was the property of the captain of the Mayflower.

Collectors, however, have been able to secure other historic pens at a much less price. For instance, the pen used by Charles Dickens just before his death was sold in an auction room for £19 10s., although £40 was paid for the well worn gold pen used by "Boz" for many years.

At the sale of the Dalhousie collection the quill pen used by Wellington when writing to Queen Victoria in 1844 brought only five and a half guineas, while one of Sir Walter Scott's pens, selected by Lord Dalhousie in 1829 from Scott's writing table at Abbotsford, realized only three guineas more.

EXPRESS LIABILITY

When a Company Is Liable Under Its Ordinary Contract and How It Can Practically Always Be Made Liable.

By ELTON J. BUCKLEY.

Copyrighted.

The subject of this article is the law as to claims upon express companies; when the company is liable under its ordinary contract; and how it can practically always be made liable.

An express company under the law is a common carrier in the same class with a railroad, and unless it removes its common law liability in some way by a special contract between itself and the shipper, it is absolutely liable for the full value of goods entrusted to it, if lost or injured. There are only two exceptions—accidents caused by act of God, such as an unforeseen earthquake, or the acts of a public enemy. By special contracts which it forces on shippers, however, the express company reduces its common law liability very materially.

TRICKS OF THE EXPRESS COMPANIES.

A common ruse is to give the shipper a receipt which recites that the company will not be liable for loss of the package beyond \$50, unless the true value is stated to it at the time of shipment. Naturally the shipper fails to read the fine print of the receipt, ignoring the fact that if he accepts it, it becomes a binding contract. Therefore he does not give the true value to the express company, and if the package is lost the company will refuse to pay more than the \$50, no matter what the value is. In some States these contracts are upheld, in others they are not.

Another ruse is to ask the shipper the value of the package before shipping. The average shipper, thinking that the lower the value the lower the rate—which is the fact—very often names a value far below the actual one. If he does this, and the goods are lost or injured, he has neatly prevented himself from collecting their actual value. It is a long established rule that if a shipper fraudulently conceals the nature or value of his goods, the express company is only liable for the apparent value; that is, the value which he has given.

The express company itself fosters this condition by charging a greater rate when the goods shipped have a high value.

In some cases the person actually shipping the goods is not the owner and knows nothing of the contents. In such a case recently in Pennsylvania, the express company asked the value and was told that the shipper didn't know. The clerk then arbitrarily put a low value upon it—\$50, if I remember rightly. The package was lost, and the owner sued for its full value.

The express company defended on the ground that the real value had not been disclosed. The court held that as there had been no wilful concealment, the company was liable for the full value, but the shipper must pay the company the difference between the low rate which the \$50 value warranted, and the rate the package would have paid had its value been known. This he of course very readily did.

The courts have nearly all held that it is the duty of the express company to ask the value of goods, and that if it does not do it, it is not obligatory for the shipper to tell.

RECEIPT IS REALLY A CONTRACT.

What I have said above merely applies to what amount the shipper can recover if he can recover anything. Before he can recover anything, however, he must get by the special contract which the express company will always endeavor to foist upon him. This contract consists of the printed receipt which the shipper receives when he ships the goods. The courts have held that if he accepts this—and of course he must accept it, or take back his package—he is bound by it though he is actually ignorant of the contents.

In this special contract the express company makes an effort to relieve itself from everything it possibly can. Naturally it cannot destroy its liability entirely—it must pay something if the package is lost or injured—but the object of the contract is to make the sum as small as possible. Although it is in violation of law, the special contracts of the express company always contain a provision that they shall be exempt even from the consequences of their own negligence. In one or two States express companies are permitted to exempt themselves from loss or injury due to their own negligence, but in most jurisdictions such a contract is invariably thrown out of the court as against public policy. The helplessness of the shipper is taken into consideration, and the express company is held down in every way possible under the law.

New York is one of the very few States where an express company can contract against its own negligence. Illinois and Wisconsin are about the only others, but in the last two the contract will not stand if the negligence is gross.

WHAT THE SHIPPER HAS TO PROVE.

In bringing an action against an express company, all that the shipper needs to do, in order to put the company on the defensive, is to prove that the goods were shipped in good condition, and have been delivered either in bad condition or not at all. The company then tries to show that the cause of the loss or injury is within the list of things for which it is not responsible. Such as the act of God, or the public enemy, or the causes named in its special contract. The shipper then has an-

other chance—he may show if he can, that the cause either was not within the exempt causes, or if it was, that the company could have avoided it by the use of care. As soon as the shipper shows the shipment of the goods in good condition, the burden is on the express company to give an excuse that will hold water.

EXCUSES MADE BY COMPANIES.

One legal excuse is that the goods were packed so badly by the shipper that they went wrong themselves.

An express company is always liable if it delivers to the wrong person, unless the shipper has in some way been negligent himself.

For instance, in an Ohio city there were two merchants of very similar names. One was financially responsible, the other was not. The responsible one ordered his jobber to ship him certain goods by express, but the express company delivered them to the irresponsible man, who accepted the gifts that the goods provided, and took them in.

The responsible merchant was first compelled here to pay the jobber for the goods, since they were bought f. o. b. He then sued the express company for their value and won, because the goods were plainly directed to him, and the express company was not able to give a satisfactory reason why it had delivered to the other man.

MARKET VALUE IS MEASURE OF DAMAGES.

Where a shipper has proven his case against an express company, the measure of his damages is the market value of his goods at the place of their destination. He cannot collect lost profits as a rule. For instance, a retail dealer ordered a quantity of goods sent by express. They were to fill a large and extremely lucrative hurry order. The express company sent them to the wrong address, consequently they did not arrive in time, and the order was lost. The retailer sued the express company to recover the profits that its negligence had cost him, but the court refused to give them to him, on the ground that the company was not liable in such a case unless it had been told that the goods were intended for the particular purpose. This is an extremely valuable point to keep in mind—that no lost profits can be collected from an express company in such a case unless the company is told in advance that they are intended for a particular purpose, and that profits will be lost if they are not delivered on time.

Now, how can an express company be held liable for the full value of goods lost or injured? By the very simple plan of careful packing, and then invariably stating the correct value and paying the somewhat higher rate usually demanded. Of course this will not make the company responsible where it would not have been responsible anyway, but it will allow the shipper to recover everything, if he can recover anything.

ROUNDABOUTS.

BY THE TRADE LOUNGER.

The largest shipment of lead pencils ever to be shipped to any point in the west will arrive in Hutchinson, Kan., soon if the report printed in the News of that town can be relied on. According to the story as it appeared in that paper, "The Standard Pencil Company, of Hutchinson, has just placed an order for one million and three hundred thousand pencils. It will take two big box cars to haul this vast amount of lead pencils to Hutchinson. It required orders from two different lead pencil factories to get out this amount in the required time. A part of the shipment will come from the American Pencil factories, of New York, and the rest from the Eagle Pencil factories.

"As there are 1,686,647 people in the state of Kansas, Hutchinson, within a few days, will be able to supply almost every man, woman and child in the state, who is able to write, with a new lead pencil. The pencils placed in line would reach for a distance of 155 miles.

"Although the Standard Pencil Company has been in operation but a few months, the growth of the business of the company has been marvelous.

"The wonderful press owned by the company is the only one of its kind in the world. It can print in three colors on any kind of a pencil or object, square, round

or varying in shape. The press can reproduce a photograph or fac simile signature on a pencil.

"The Hire's root beer urchin adorns thousands of pencils turned out by the company and Van Camp's pork and beans are shown on another, the Dutch maid of Old Dutch Cleanser is stamped on a big order of pencils turned out by the company.

"As the company and press are without a competitor in the world, everyone who hears of the printing is immediately interested. The company, although newly organized, already has five hundred agencies.

"The Standard Pencil Company now works twelve employees besides the officers.

"A traveling salesman for a wholesale office supply and pencil house had some of the 'starch' taken out of him recently when hearing that the Standard Pencil Company bought pencils thought he might place an order for a few gross with them. He called up by telephone and asked Mr. F. D. Larabee, president of the company, if he bought lead pencils.

"A few,' said Mr. Larabee.

"I'd like to come out and call on you.'

"We've just placed an order,' the answer came back.

"How many did you buy?"

"Oh, two car loads this time.'

"What's that! two car-r-r-' the traveling man had fainted."

The old advice: "Go West, young man," received a new boost this week when the reports came in of the successful fleeing of Western stationers by clever young men from the East. So frequent have these occurrences been of late that travelers West can't borrow a cent of their customers or get them to cash even a small check. This is hard lines.

One of these swindlers from the East, who would not work while he could live otherwise, was arrested in San Francisco a few weeks ago. This fellow "did up" a lot of stationers throughout the Northwest.

But you can't blame the young men from the East, as they find that the Westerners fall for any game, no matter how old. For instance, D. A. Callahan, of Callahan's Book Store, Salt Lake City, got caught on this one which the papers of that city called a "new" and "novel type of swindle"—here's the chestnut: A man calls up the store and orders a bottle of paste which he wants sent C. O. D., the messenger to bring change for ten dollars. When the boy delivers the paste he gets a bum check for ten dollars and gives the man nine dollars in good coin.

Another Salt Lake stationer recently got "done" for \$175, which he gave up on the strength of bogus telegrams and drafts.

No wonder Woman Suffrage is gaining in the West—the men there certainly need guardians.

ONE OF THE BEST WAYS A DEALER CAN ADVERTISE IS TO CARRY KEITH'S LINE OF WRITINGS

Read this letter from a woman who says she is going to talk about our paper:

Wilmington, Del.

AMERICAN PAPETERIE COMPANY,
Albany, N. Y.

Gentlemen:

I am in receipt of your trial box of KEITH'S LAWN WRITING PAPER, and highly appreciate it. It is without a doubt the best paper I have ever used, and I will certainly advertise it extensively among my friends. I have used one sheet and envelope and find it excellent. I will be a steady customer of it, and take nothing else in its stead.

Yours very respectfully,

(signed) _____

The best way to build up a business is to please your customers and you can please your customers when you carry KEITH'S LINE. Write for samples. This paper is advertised in the *Saturday Evening Post*.

AMERICAN PAPETERIE CO., Albany, N. Y., Quincy, Ill.

Crayons

"STAONAL"

For Kindergarten, Marking and Checking.

"DUREL"

Hard Pressed for Pastel Effects.

"CRAYOLA"

For General Color Work, Stenciling, Arts and Crafts.

"AN-DU-SEPTIC"

Dustless White and Colored Chalks.

Samples furnished upon application.

BINNEY & SMITH CO.
81-83 Fulton St., New York

VENUS

PERFECT PENCILS

VENUS PENCILS

CONTAIN THE SMOOTHEST, MOST DURABLE, EASIEST ERASING AND MOST PERFECT GRADED LEAD MANUFACTURED.

VENUS PENCILS

ARE MADE IN SEVENTEEN DEGREES FROM 6B, SOFTEST, TO 9H, HARDEST, WITHOUT THE SLIGHTEST VARIATION IN QUALITY.

VENUS PENCILS

MAY ALSO BE HAD WITH COPYING LEAD IN TWO DEGREES—MEDIUM AND HARD—THE FINEST COPYING LEAD MADE.

VENUS PENCILS

ARE ABSOLUTELY GUARANTEED TO BE THE BEST BLACK AND COPYING PENCILS MADE ANYWHERE IN THE WORLD.

VENUS PENCILS

ARE SOLD BY ALL THE LEADING JOBBERS.

AMERICAN LEAD PENCIL CO.

75 WEST 4th STREET, NEW YORK

173 LOWER CLAPTON RD., LONDON, N. E.

R.W. WHITNEY FOUNTAIN PENS

There's Good Profit in These Pens

The R. W. Whitney Fountain Pens are not only made right, but are sold to the retailer at a price that enables him to make a good, substantial profit on each sale. Then we furnish him with All-Glass Display Cases, Plush and Morocco Trays, Window Cards, Store Hangers, Printed Matter, Electros and Newspaper ads. These sales aids with our national advertising make Whitney Pens a quick profit-turning line.

5 Models-11 Sizes-15 Styles

All Pens Guaranteed for One Year

Whitney Fountain Pens are made in sizes and styles to fit every hand. The self-filling and non-leakable models are great sellers and never fail to give perfect pen satisfaction. Whitney Fountain Pens won't leak, sweat or blot. They write smoothly on the first down stroke. Pens are 14 Kt. Gold with tips of Russian Iridium—the hardest metal known. Prices range from \$2 to \$7 retail.

We Want Live Dealers and Agents.

THE WHITNEY-RICHARDS CO.
247 W. Superior Ave., Cleveland, O., U.S.A.



ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

SEND for SAMPLE NON-LEAK, SELF-FILLER on APPROVAL



FITTED WITH
14 Kt. No. 2 PEN

\$8.00
Per Dozen

DURYEA COMPANY, 108 FULTON STREET, NEW YORK

KEPT FAIRLY BUSY

Chicago Stationers Say That While Trade is Not so Brisk as it Might be, the Volume is Satisfactory.

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, November 7, 1911.

November started out well in stationery lines, and dealers say that while business might be more brisk than it is, the volume is quite satisfactory and the employees are kept fairly busy taking care of orders. Office equipment houses also report good business. Preparations are being made for holiday business and Christmas goods are beginning to put in an appearance in windows and show cases. The "Shop Early" movement has served to spread the buying season out over a longer period and this has resulted in displaying goods for the holidays earlier.

TRAVELERS ALREADY RETURNED.

Traveling representatives of houses with Chicago branches are beginning to come in to remain until after the holidays, the season on the road being about over in many lines. Reports are to the effect that as a general thing business this year has been fully as good if not better than anticipated.

A visit at the office of the Carter's Ink Company found the entire force hustling hard to take care of orders which have been received since the cold snap, calling for delivery of goods before the arrival of the regular winter weather.

BOWLING CONTEST A BLUFF?

That bowling match between the athletes of S. D. Childs & Co. and the Carter's Ink Company begins to appear like a bluff, as up to date no schedule has been arranged.

It begins to appear as though one or the other of the teams, or both of them, are afraid to face the consequences of a match, or else they are both indulging in secret practice with a view of outwitting one another. At any rate if something in this line does not transpire soon the public will be entitled to draw its own conclusions regarding the proposed match.

EAST WINDS BAD FOR GIBBS.

Fletcher B. Gibbs, who apparently lingered too long in the East on his recent trip, was compelled to leave his desk at Shea, Smith & Co.'s on Friday last, on account of a very severe cold. Mr. Gibbs is still confined to his house at this writing, although his condition is not serious.

A. E. Jackson, a Tama, Iowa, stationer, was in the city on Thursday last on a purchasing expedition.

James T. Lacey, representing the J. G. Shaw Blank Book Company, was calling on the Chicago stationery trade last week and reported a very satisfactory line of orders.

A. E. Meyer, representing the Boorum & Pease Company, arrived home last week from a trip to St. Louis and southwestern points, reporting a good line of orders as the result of same.

Peter Peterson, Chicago manager for the White & Wyckoff Mfg. Co., came in from a trip over a portion of his territory last week and plans to remain in, with the exception of a few short trips, until after the holiday season. Mr. Peterson says that he has had a very favorable season and that the stationery trade in his territory seemed to be enjoying a fair amount of prosperity.

CHRISTMAS GOODS IN DEMAND.

A visit to the wholesale department of A. C. McClurg & Co., which is in charge

of Mr. Tibbitts, disclosed the fact that the season's trade in holiday goods had been up to the standard of other years, with a good deal of business in sight in the shape of rush orders. Purchases of toys and Christmas novelties have been large, indicating the belief in the minds of customers that there would be the usual demand for goods of this character. Ordering from catalogues is getting to be more and more the custom and is resulting in the selection of more expensive goods which the dealers are not compelled to carry in stock. This extends the season for the wholesaler right up to Christmas, and results in keeping up the activity of the departments to that time.

What will be received by many in the trade with surprise is the fact that J. A. Riedell, who was last summer appointed Chicago manager for A. W. Faber, will no longer represent that house, his resignation taking effect later on. As he is an active young man and has made many friends here he no doubt will soon stir up something which will hold him in Chicago.



H. R. Carlson, a prominent stationer of Moline, Ill., arrived in Chicago Saturday last, the trip being one of business.

Traveling men scheduled for the future are: W. H. Wallace, representing the Tower Mfg. Co., New York, November 10, and R. G. P. Bugg, representing Frank A. Weeks Mfg. Co., November 21.


A UNIQUE RECORD FOR CHICAGO.


Thirty-five years is a long period for a firm to continue in active business without change in its management during the entire period, and doing business at only three locations, especially in a city like Chicago, where changes are frequently made, both in management and location.


(Continued on page 29.)

TRADE OUR TRADE
 TRADE-MARK 
 IS OUR
 MARK. GUARANTEE MARK.

"MADE RIGHT TO WRITE RIGHT"
INK—PENCILS


 SAFETY FOUNTAIN PENS.


 SELF-FILLING FOUNTAIN PENS.


 AND REGULAR FOUNTAIN PENS.

AGENTS WANTED

WRITE FOR TRADE DISCOUNTS
 CATALOG & SELLING PLANS

J. W. ULLRICH & CO.
 27 Thames St., New York City



Secure a Profitable Line

Sell Quality

Local View

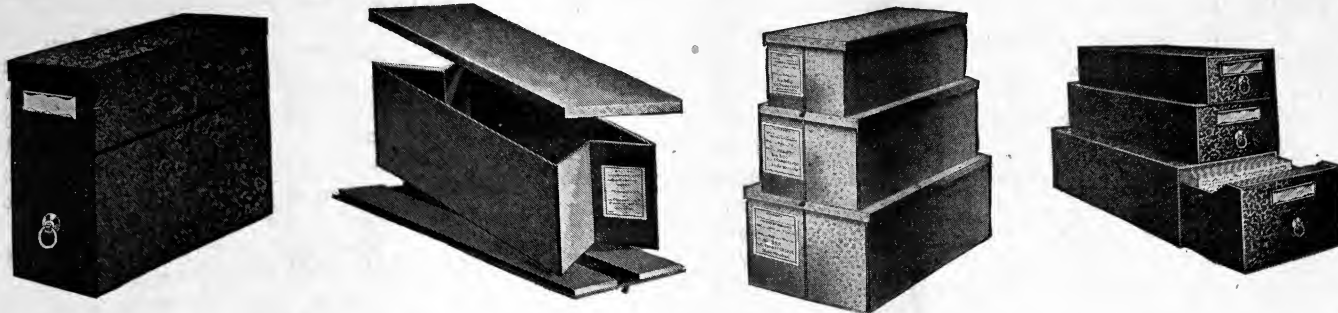
Post Cards

The kind that Pleases your trade.
 The kind that sells most Readily.
 The kind that nets you the most Profit in the end.
 The kind that increases the volume of your business.
 We make that kind!

Such Quality cards cost you no more than others.
 Therefore both of us lose money every day you are minus our cards.
 Send good Photos of any kind or size.

Monotone Cards: 1000 per subject \$5.50
 ASK FOR SAMPLES TODAY

E. C. KROPP CO., 230 Jefferson Street, MILWAUKEE, WIS.
 Manufacturers since 1898



Be Prepared—Get Ready Now to Supply the Demand for Transfer Cases

Just because you are busily engaged in preparing for Holiday trade in the way of novelties, do not let this be the cause of your losing a remunerative trade on Transfer Cases and Supplies in January.

Be prepared. Go over your stock now. Check up on your assortments and be ready to immediately deliver any and all styles or supplies for

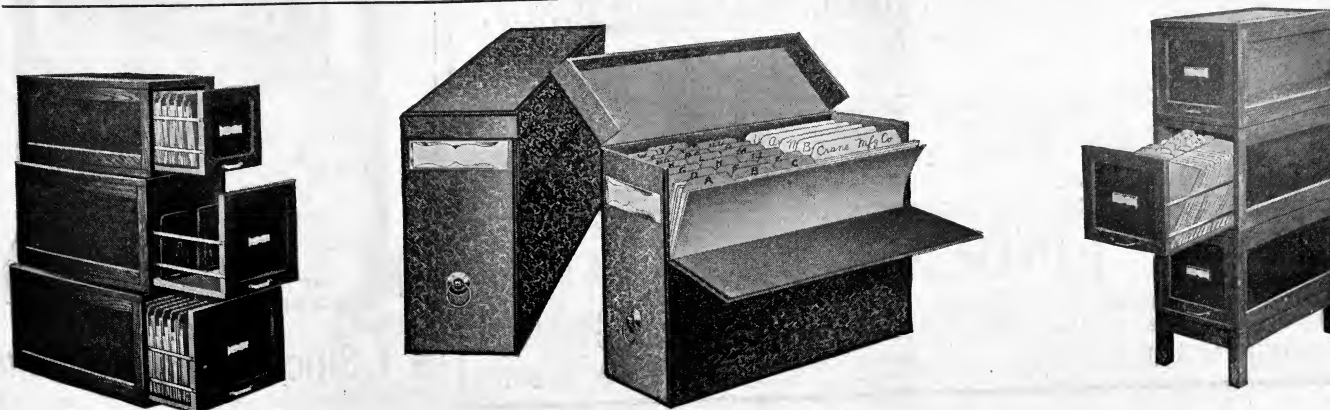
Globe-Wernicke Storage and Transfer Cases

when your customers will be likely to want them and want them, *without delay*—at the beginning of the busy Transfer Season.

Make sure *now* of having an adequate stock on hand to hold and satisfy your trade when the New Year rush for Office Accessories, Storage and Transfer Cases *begins*—by sending for the latest **Globe-Wernicke** Catalog of Stationers Supplies—today.

Write for your copy at once. Simply address Dept. A.S. 610.

The Globe-Wernicke Co., Cincinnati



ETHICS OF PRICE-CUTTING.

A Consideration of the All-Absorbing Topic from the Standpoint of a Manufacturer—Quality Competition Best.

The popular and fallacious conception of competition, according to J. B. Adams, sales and advertising manager of the Iyer Johnson Arms and Cycle Works, Fitchburg, Mass., is a state of affairs something as follows:

Two men have absolutely got to sell one horse apiece. Another man is willing to buy one horse. The two sellers fight it out until one pulls an Iyer Johnson revolver and shoots his horse and the other man pockets a price approximately equal to the glue factory's valuation of a horse's remains.

PRICE COMPETITION UNDESIRABLE.

That is not desirable competition—it is price competition, which is essentially vicious—the broad, straight, glittering boulevard to business failure. Trace back every evil effect in business—dishonesty, adulterated quality, unfair competition, ruin—and you slap up each time against this one malign, and, by a certain type of crooked thinking, sentimental near-economic, much vaunted cause—price competition.

Competition is not an ethical ideal which can be legislated into existence or destroyed at will by a so-called business man; it is an inevitable and fundamental condition of trade. It is a natural law, and, like every natural law, it exerts influences inimical to modern civilization, which is wholly artificial and, therefore, unnatural. If civilization is good, and I believe no one but a German philosopher would question the

fact, then it is just as essential that certain tendencies of competition should be combated, as it is necessary to temper to the shorn lamb the "survival of the fittest" idea.

QUALITY COMPETITION BENEFICIAL.

The only phase of competition which can benefit humanity is quality competition, and that is the exact antithesis of price competition. The two can not ride in the same boat. When price competition begins quality competition ceases.

Price maintenance, that is, the insistence of a manufacturer that his goods must be sold at a given price, is a powerful but beneficent force which destroys the evil—price competition—and preserves the good—quality competition.

Let us consider a fanciful illustration.

Suppose congress should decree that six dollars must henceforth be the retail price for a certain style of revolver, also fixing arbitrary commissions for jobber and retailer. Is competition killed? Not at all. They have simply wiped out price competition. The rivalry between manufacturers is as intense as ever, but it is wholly a rivalry in excellence. Each gives the last possible penny in quality. The consumer gets the long end.

PRICE COMPETITION RUINOUS.

We will now introduce a reform wave which effects the repeal of the above statute and forbids price maintenance in any form.

Result: The manufacturer making the least desirable revolver, and whose trade is, therefore, smallest and least profitable, cunningly divests his product of a little quality where it won't show and floods the market by declaring a retail price of four dollars. Other manufacturers follow suit.

Unchecked price competition among jobbers and retailers breaks the four-dollar price until profit disappears. Said jobbers and retailers clamor for prices which will restore their profits. Again the manufacturer's price of the least desirable weapon is cut, with a corresponding sacrifice of quality, and again the others follow suit.

Where will it end? The manufacturers can combine or they can all fail.

Now, has the consumer benefited? No. He has paid out a lot of money for something he did not want. Instead of owning a revolver that would have been a source of pride and satisfaction for his whole life, he has acquired a dangerous, fraudulent, crude piece of junk which he will probably give or throw away.

See what price competition has done to food products, sewing machines and a hundred other lines. It wrecked the bicycle business and drove over two hundred prosperous firms out of business. Today the bulk of bicycles, which ought to be made as accurately as a high-grade firearm, conform rather to the mechanical standards of agricultural machinery. They are miserably made, fraudulent bicycles that temporarily ruin the glorious sport—nothing else. Today there are not more than five factories that dare attempt to produce high-grade machines.

Consider the vampires of business—fraudulent mail-order houses, fake-sale department stores, temporary stores, five and ten cent stores—the whole mongrel brood was sired by price competition.

THE MANUFACTURER'S DUTY.

There is just one way in which a manufacturer can safeguard himself and the consumer (Continued on page 29.)



1825 THE BEST 1911

EIGHTY-SIX YEARS

ago Davids' Inks were noted for their excellence, but we have progressed; our labor is more skilled, our plant modern, the equipment up-to-date. These all make for perfection—a better product—

DAVID'S SIGNATURE INK DE LUXE

Buy from a house where quality advancement has been featured. It is good business to do so.

THADDEUS DAVIDS CO., 95-7 Van Dam St., N.Y.

Inks, Mucilage, Paste, Sealing Wax, Etc.
OLDEST INK HOUSE IN THE COUNTRY.

Franklin Paper Co.,
HOLYOKE, MASS.

Manufacturers of
INDEX BRISTOLS, WHITE BRISTOL
BLANKS, Etc.

HENRY LINDENMEYR & SONS

Our Standard Grades of Flat Writing, Writing Papers, Linens, French Folios, Fine Thin Papers and Manila Writings are Shown in the Blue Book. Send for it.

PAPER WAREHOUSES 32, 34 and 36 Bleeker Street NEW YORK
20 Beekman Street

N. Y. Silicate Book Slate Co.

20-22-24 Vesey St., New York.



Used in all the public schools of New York for thirty-six years, and most all the Boards of Education in the principal cities. Send for illustrated catalogue, 40th edition, on Silicate wall, roll and revolving blackboards, slated cloth, black diamond slating, book slates, erasers, crayons, crayon holders, easels, blackboard plate in slabs, dividers, pointers, stone slate blackboards, etc. Manufactured only by the
NEW YORK SILICATE BOOK SLATE CO.
20-22-24 Vesey Street, NEW YORK
Factory

N. Y. Silicate Book Slate Co.
631-633 Monroe St., Corner 7th St., Hoboken, N. J.

FANCY GOODS

Selected lines of Fancy Goods specially adapted to the Stationery trade

A. L. SALOMON & COMPANY

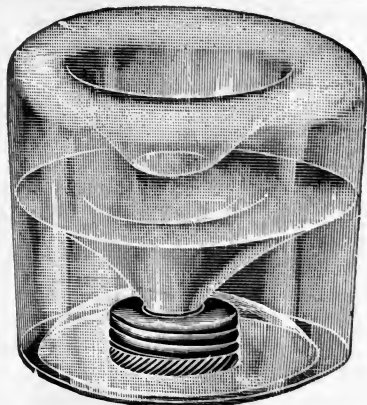
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK

HARD LUCK, BUT —

Expressions of sympathy did not prevent the loss of the pen, and yet the man with



THE MODERN "B" PEN AND PENCIL CLIP

shows how easy it is to prevent a similar occurrence. This same thing is happening every day, and every day you are losing business if you do not handle and push this popular clip.



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers and worth it. See that your stock is complete.

THE HOGE MFG. CO., - - 106-8 Fulton Street, New York

Also "MODERN B" Thumb Tacks, Modern Gem Paper Clips, Etc.

JOY PAINTS SELL THEMSELVES

EXPOSED TO VIEW



RETAILS 1c.

Profitable Popular
Penny Package

ASK YOUR JOBBER FOR OUR GOODS. THEY ARE THE BEST. WRITE TO-DAY FOR SAMPLES AND PRICES

The American Crayon Company
SANDUSKY, OHIO WALTHAM, MASS.

Helping the Retailer Sell Pens

If there ever was a consistent and well-rounded out retail selling plan for any staple article it is that which is embodied in the merchandising of Waterman's Ideal Fountain Pens. The three factors in the producing and retailing of over a million and a half Waterman's Ideals a year are, the L. E. Waterman Company as producer, the retail store as distributor and the general public as consumer.

Starting at the producing end there is a factory organization of nearly a thousand employees, keyed by diligence and experience in the making of fountain pens of perfected quality. Supporting the Waterman factories are the head offices at the Pen Corner in New York, where there is engaged an organization of 300 people, devoted entirely, first to the distribution of the product and next to the originating of selling ideas and plans, and co-operating with the retail stores of the country in their successful marketing of the line. The efforts of this vast office organization are spent entirely upon the retail dealer, realizing, as the company does, that with this assistance the dealers become, proficiently, the representatives of the manufacturers to the buying world. Partially through such selling principles the public, in any part of the world, can visit a Waterman's Ideal dealer and receive the intelligent attention and service that might be had at the hands of the manufacturers.

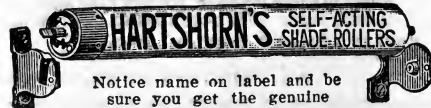
This method of merchandising, in addition to a carefully maintained standard of quality and a regulated price system, has made a wonderful business of the selling of Waterman's Ideals. He is a wise dealer who undertakes the marketing of this line, and especially at the

Christmas season of the year, which is a time when Waterman's Ideals are widely selected as one of the most useful of Christmas presents, and of the highest known quality. By pushing this line during the Christmas season a dealer can readily establish his store as a headquarters for same, and enjoy a large and profitable year-round trade thereafter.

The constant and extensive advertising of the L. E. Waterman Company is a notable feature in the trade, and, with the pens of the previous years acting as their own advertisers, backed by the enormous publicity of the manufacturers, there are being created the future growing possibilities for the retail dealer in his merchandising of this line. The Waterman advertising covers magazines, newspapers, street cars, bill-boards and every other successful method. The Waterman Company makes very extensive preparations in its seasonable aids for boxes, special Christmas window displays, appropriate Christmas literature in booklet and leaflet form with dealers' imprints, cut-outs, etc. This is a part of the Waterman co-operation. The company even supplies to dealers handsome show cases for conspicuous yet compact display of the line.

It is but a seasonable and intentionally profitable suggestion that the trade follow the plans of the manufacturers and to write them for their latest catalogues and other literature.

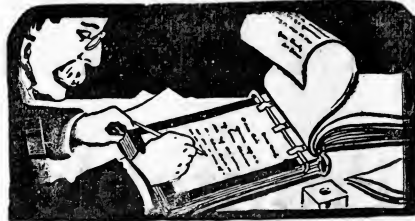
HARTSHORN SHADE ROLLERS ARE NEVER DEAD STOCK



Notice name on label and be sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory. E. Newark, N. J.



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find
**THIS BILL BOOK A REAL TIME SAVER,
TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

DITMARS-KENDIG CO.

278 Douglas Street, Brooklyn, N. Y.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

YOUNG GERMAN, experienced in the stationery, printing and blank book lines, desires position, Salary reasonable. Excellent reference. Speaks English fluently. Address W. R., care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

AGENT WANTED to sell on commission manufacturer's line of high grade tablets, pound papers, papeteries, note and composition books, especially adapted to the large retail trade. Address Tablet, care American Stationer.

TRAVELLING MAN wanted, calling on stationers and engravers, to handle side line of die cut visiting cards. Address C. A. M., care American Stationer.

EXPERIENCED TABLET SALESMAN to sell a strong and staple line of tablets, etc., to jobbers on a commission basis. When writing mention experience had and territory preferred. Address C. T. C., care American Stationer.

TRAVELING MAN WANTED to sell fine stationery in Eastern States. Address, with full particulars, where last employed, amount of sales, salary desired, A. B., care American Stationer.

PLAYING CARD SALESMAN

Wanted, salesman with Chicago headquarters to sell up-to-date playing card line in Chicago and Missouri River territory. No objections to handling another stationery line. Excellent opportunity for the right man. Address, with full particulars, Card Maker, care American Stationer.

FOR SALE

A well-established stationery and office supply business, located in a growing Southern city, having a stock of goods of about \$7,000.00. Nice new goods. Owner has other investments that require his attention. Address C. S. Co., care American Stationer.

TYPEWRITER CARBONS & RIBBONS



PERFECT SATISFACTION GUARANTEED

A trial order will explain why.
INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 Duane St., CHICAGO

Thompson Smith Co.

263 Fifth Avenue
Cor. 29th Street
NEW YORK

Dainty and
Different

Greeting Cards

in envelopes for
Xmas and All Seasons
Samples sent on request

Special for 1912

Valentine Cards }
Hurds Royal Red Stock } \$3.00
St. Patrick Cards } per 100
Hurds Royal Green Stock }

The kind we have made so popular

KEPT FAIRLY BUSY

(Continued from page 24.)

The above is true of the well-known house of Dunwell & Ford, society stationers, engravers and printers, located at 114 South Wabash avenue. The firm is composed of W. C. Dunwell and G. W. Ford, who commenced business in 1876 on Madison street, at the location upon which the Heyworth building now stands, where they remained for five years. They then moved on Wabash avenue, a short distance north of their present location, where they remained for fourteen years.

They secured their present store seventeen years ago and have no move in contemplation. The management is the same as when they started thirty-five years since. Mr. Dunwell has charge of the manufacturing end of the business and Mr. Ford looks after the store end of it. Their success has been the result of a close attention as well as natural aptitude for their line of business. They have a large and steady trade, and are highly regarded by the business world of Chicago. THOMPSON.

Pencil Cedar in a Near-Irish Bull

"In September," says Graphite, "we made a statement that the Dixon Company is on 'Easy Street' in the matter of pencil wood, having at least fifteen years' supply of cut cedar and owning nearly seventy thousand acres of cedar land in Florida on which not a stick of standing timber has been cut for many years." An unknown friend of ours of the Seaboard Air Line in Atlanta, takes the opportunity afforded him at the noon hour and a generous lunch to have quite a little amusement at our expense, and he is quite right, as our statement was a very near-Irish bull statement.

"What we intended to say was that during the many years that the cedar has been growing, we have not cut a single stick of growing timber, our practice being simply to cut the fallen timber or the dead wood. In other words, that we have not cut a single stick of standing timber that was alive and growing."

ETHICS OF PRICE CUTTING

(Continued from page 26.)

sumers of his product from the evil of price competition. He must first improve his goods until there is no longer room for improvement. He must advertise his trademark until the public is able to distinguish his goods from others and recognizes in them an essential superiority. He must then fix upon a retail price so low that it will be impossible for competitors to give better value at the same price, and he must protect that price with every force, every influence and every strategy that the law allows and business science suggests.

It would be almost impossible to pick out a single American product of untampered quality that is made and marketed by means essentially at variance with the above policy.

BIG BARGAINS (In Regular Goods Not Job Lots)

7,500,000 IMPORTED

POST CARDS and BOOKLETS

Christmas, New Year and Birthday. Over five thousand designs are now being offered to the trade at prices far below their value by the old reliable firm of

Established 1865

JOSEPH KOEHLER, Inc.

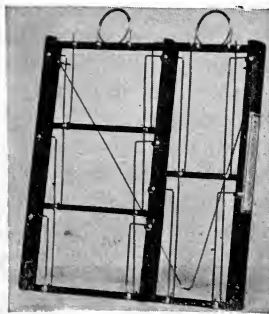
Forty-six Years at the same stand

150 PARK ROW 2 doors from Pearl Street NEW YORK CITY

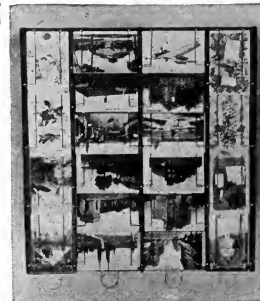
WE HAVE NO BRANCHES

Write for Free Rack Offer

Call or send for Catalogue

**CARD DISPLAY CABINETS**

Learn the merits of the HOME card display cabinets, and you will know of the best thing made in this line. Many sizes and styles, counter, wall and floor cabinets, from 5 to 820 pockets. Get our catalogue.

**HOME SPECIALTY CO.**

Patent No. 907,611.

2137 Hanna St., Fort Wayne, Ind.

Easel 20 Pockets.

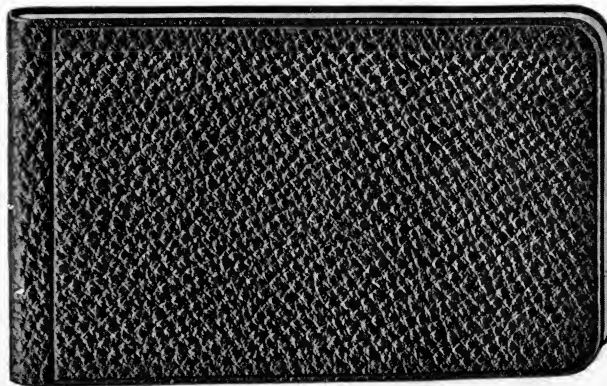
*In White and Colors**Unexcelled for Blackboard*

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical, free from Grit

Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by

THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.

MEMORANDUMS

Trade Mark
K & T
Reg. U. S. Pat. Off.

PERSONAL RECORD BOOKS

KIGGINS & TOOKER CO. 35-37 Park Place
NEW YORK

BUSINESS BUILDING

One of the Great Requisites of Success Is to Know Your People; Then Know Your Business Thoroughly.

BY A. F. SHELDON,

Formulator of the Science of Business Building and Editor of the Business Philosopher.

TALK No. 6.

The second success injunction is, Know The Other Fellow.

Thousands of dollars have been made by knowing how to handle the other fellow.

Thousands of dollars have been lost by not knowing the other fellow and by putting him in the wrong place.

Thousands of dollars have been expended by fond parents in their attempt to make doctors and lawyers of sons that nature never intended for such professions.

Thousands of hours of honest effort have been wasted by those who have been advised to go into lines of business for which they had no ability.

Thousands of lives have been ruined by persons of jarring temperaments marrying.

Thousands of parents have quarreled with their children and turned them adrift—simply because they did not understand their children.

Thousands of children have quarreled with their parents for the same reason.

Thousands of men on the road fail as salesman simply because they don't understand the other fellow.

Thousands of merchants become bankrupt because they do not understand men and women. Instead of securing and retaining patrons, through their want of tact, they lose those who come to them with their trade.

KNOW YOUR EMPLOYEES.

I put the question to you, Mr. Employer, How can you handle the men under you if you do not understand them?

I put the question to you, Mr. Salesman, How can you sell goods to persons you do not understand?

Since the greatest statesmen, and the greatest professional men owe their success largely to their skill in handling men and women, can you afford to be without this knowledge?

Can directors of banks and railroads and corporations, in whose power it lies to select men for executive offices, afford to put the wrong man in the high place?

Such a mistake may involve a railroad or corporation into bankruptcy because of the incompetency of the man selected. A man may be elected president of a bank, who is by nature a defaulter.

There was an excuse for this before character analysis had become a science. Now, however, this science has been formulated and developed to a high degree of accuracy by Dr. Katherine M. H. Blackford, of Boston. The man who would be progressive must master it to keep up with the age.

There is a story told of a doctor being called to treat a shoemaker who was thought to be dying. The shoemaker craved salmon. The doctor thought the man was in such a desperate state that he might as well let the fellow have what he wanted, as at the worst, the salmon would kill him a few moments earlier only. However, to the doctor's surprise the salmon cured him.

Later the doctor was called to cure a blacksmith suffering from the same complaint. As the salmon had been so efficacious in the case of the shoemaker the doctor thought it would be equally so in the case of the blacksmith. The result, though, was different. The blacksmith died. So the doctor wrote down in his memorandum book, "Salmon cures dying shoemakers, but not dying blacksmiths."

"What is sauce for the goose is sauce for the gander," is not true in the business world. You can't cure the blacksmith with the same medicine that cures the shoemaker.

STUDY TEMPERAMENTS.

Different temperaments must be treated differently. Different methods of appeal must be made to them. The same things strike them differently.

If all men were alike salesmanship would not be an art.

You know you must handle the quick-tempered man with gloves, the lethargic person you must urge to action. This much the novice knows. But mankind is not divided simply into the quick and the slow. There are many types and variations.

The art of analyzing character scientifically is not as simple as the alphabet. Before you can judge a person you must take into account his coloring, the shape of his features, his manner, the tone of his voice. In fact, quite a few little points that only the student of human nature can know must be remarked. You must be able to do it quickly, too.

The value of such study I am sure you must feel. If you are looking for commercial or professional success, master it. It will repay you largely.

KNOW YOUR BUSINESS.

Equally important is the third success injunction, Know Your Business.

This means more than know your job, though you should make sure you know that first. After that, however, you should get busy and know the job above yours. Yes, even the job above that.

For the fellow just above you may not be able to fill the job above him. If you can, there is your chance.

While it is The Doing that counts in the Battle For Success, it is not The Doing that starts the Battle For Success. It is your preparation to do the things that should be done when the opportunity arrives that makes you "make good" at the supreme moment.

BECOME A POST-GRADUATE.

Make the world need your service, and the world will pay you for your service. The more you make the world need it, the better it will pay you.

Who is the man who is always looking for a job?

The efficient man or the inefficient man?

Is it the fellow who brings in the weather report or the salesman who hustles and gets the orders? Is it the bookkeeper who strikes his balance "first pop," or the fellow who adds the year of our Lord in his columns and then takes a week to discover the result of his mind wandering? Is it the aspirant for histrionic honors who thought "shuffling off this mortal coil" in Hamlet's soliloquy meant "to take off your clothes," or the actor who has mastered his art to perfection—the Garrick, the Siddons, the Booth, the Bernhardt, the Irving, the Mansfield—that takes the world by storm?

The man who takes the world by storm must be able to Do Something Worth While.

Is it the railroad clerk "who gets his traffic charges mixed" and charges you passenger rates on a car load of pigs, or the Harriman or the Hill, who masters railroad technique to perfection, that becomes the president of the road?

Is it the one-hundred-and-fifty-word-a-minute stenographer or the graduate of the "four week's course in shorthand," whose notes are as undecipherable to him as a chop suey bill-of-fare in original Chinese would be to us, who is always looking for a job?

Why are so many men always looking for a job? Why are not more filling **The job?**

I will tell you the reason. It is because the world is always looking for Competent Service. It is not going with a searchlight looking for the man who wants a job—but the man who can Fill The Job is always Sure Of The Job. The job wants him—more jobs than he can fill. Job hunters are not job fillers, and job fillers are not job hunters.

To be a Job Filler you must be a man whose positive or success qualities are developed. The world doesn't want sick men, but well men; not moral wrecks, but reliable men; not timid men, but bold men.

(Continued on page 32.)



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



RELIABILITY

In selecting a Postal Scale, the one important thing to consider is reliability.

The Pelouze Postal Scales stand for both durability and reliability. They not only tell instantly the cost of postage in cents on all classes of mail matter, but also give the exact weight.

They are beautifully made in artistic designs—appropriate for the large Business House, Office, Store and Home.

They will soon pay for themselves in stamps saved.

Every scale warranted.

For sale by leading dealers—Insist on getting a PELOUZE Scale.

WRITE FOR CATALOGUE



National 4 lbs.
 Union 2½ lbs.
 Columbian ... 2 lbs.
 Star 1 lb.
 Crescent 1 lb.



Mail and Exp. 16 lbs.
 Commercial ..12 lbs.
 U. S. 4 lbs.
 Victor 1½ lbs.

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

BRIGHTEN UP Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURN'S PATENT PAPER FASTENERS.

75,000,000

SOLD the past YEAR should convince YOU of their SUPERIORITY.

Trade O. K. Mark

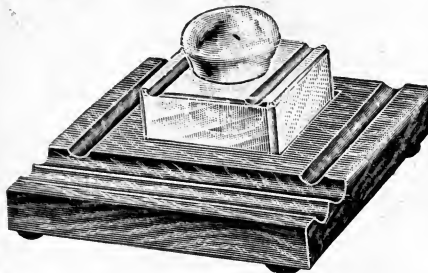
Made of brass, 3 sizes. In brass boxes of 100. Handsome. Compact. Strong. No Slipping, NEVER!

All stationers. Send 10c for sample box of 50 assorted sizes. Illustrated booklet free.

The O. K. Mfg. Co., Syracuse, N. Y. NO 1B

A SPECIAL FOR THE HOLIDAYS

The Dome Library Ink Stand



The bases are the celebrated NUMAN BASES. The bottles are imported CUT GLASS with DOME GLASS TOPS. Made in OAK and MAHOGANY. One bottle, Two bottle, Two bottle and Sponge Cup.

THE WEEKS-NUMAN COMPANY

We do not copy



39-41 Park Place

New York City



Headquarters For
 DIAMOND BRAND TYPEWRITER RIBBONS AND
 TIP TOP BRAND CARBON PAPERS
 SPECIAL BRAND
 ARCH BRAND

THE S. T. SMITH CO.

11 BARCLAY STREET

NEW YORK CITY

Headquarters for Manifold Filmsies, also a complete line of Typewriter Linen Papers, etc.



Telephone Barclay 5922.

DOUGHERTY'S PLAYING CARDS

KNOWN FOR MORE THAN HALF A CENTURY

No. 130 MARGUERITES | No. 9 TALLY-HO

GOLD EDGES WHIST SIZE
 LINOID OR ENAMEL FINISH

LINOID OR ENAMEL FINISH

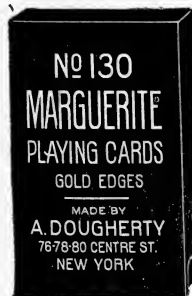
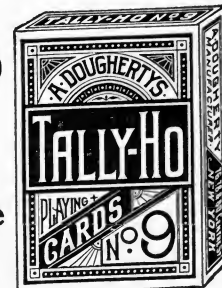
SOMETHING NEW

The Best 25c. Card Made

A Perfumed Card

Six floral back designs in natural colors.
 A valuable coupon in each pack

Good Assortment of Designs



A. DOUGHERTY, 139-141 Franklin St., NEW YORK

Post Office Censorship on Postcards

The expectations that some sensible explanation would be forthcoming this week from Postmaster Campbell of Chicago in regard to his ukase of last week in which he barred from distribution post cards that show "Men and women kissing," "Women in abbreviated costumes," and "Animal pictures," were not fulfilled. THE AMERICAN STATIONER which, from the first, has advocated the suppression of obscene cards was so puzzled over the Chicago ukase that it was thought best to write to the postmaster for further light on the subject. As readers of THE STATIONER are much interested in this new evidence of the autocratic ways of our office holders we reprint our letter, together with Postmaster Campbell's very illuminating answer.

We wrote as follows:

"Postmaster, Chicago.

"DEAR SIR: One of our publications, THE AMERICAN STATIONER, is very much concerned in the post card business. We are therefore quite interested in a recent press dispatch from Chicago, which we printed in this week's issue of THE AMERICAN STATIONER, *in re* a crusade recently inaugurated by you against objectionable post cards.

"We note that this dispatch says that among the three chief kinds of pictures you have ordered barred are Animal Pictures, and you are quoted as saying that not one postal card in a hundred bearing the picture of an animal is fit to be exhibited in public. Will you be good enough to tell us just how you arrive at this conclusion as to Animal Pictures? We are really seeking information.

"Your answer to this inquiry will greatly oblige and be duly appreciated.

"Yours very truly,

"LOCKWOOD TRADE JOURNAL Co.

"New York, November 4, 1911."

To the above we received the answer printed below:

"LOCKWOOD TRADE JOURNAL Co.,
"150 Nassau Street, New York,

"SIRS: Acknowledging the receipt of your letter of the 4th instant *in re* a crusade inaugurated recently against objectionable post cards, you are advised that with reference to the objections raised against animal pictures, it is so largely a matter of judgment that it is unnecessary to enter into details on this particular subject. Instructions have been issued that all post cards that savor of suggestiveness, no matter what the subject may be, are to be barred from the mails at this office.

"Thanking you for your kindly words of support,

"Very truly yours,

(Signed) "D. A. CAMPBELL,

"Postmaster.

"Chicago, November 6, 1911."

From the editorial printed below it will be seen that THE STATIONER is not alone in its opinion that wisdom is not necessarily a characteristic of public servants, despite the fact that they set themselves up as interpreters of the laws and censors of the morals of the people. The New York World's editorial on the subject follows:

MORE POST-OFFICE CENSORSHIP.

"The attempt to regulate morals through the postal service reaches another extreme in the action of the Chicago Postmaster relative to picture post cards. His own personal taste is set up as law and broad rules of exclusion are drawn therefrom which clerks must follow on penalty of salary reduction or discharge.

"This is absurd. It is also without warrant in law. What is obviously indecent under the law against the transmission of obscene matter will be taken care of by the general sense of the postal employees, as we are told the practice is here in New York. What may be offensive merely to the sensibilities of some one person in

tints; in fact, the variety covers the entire field of high grade correspondence and wedding stationery.

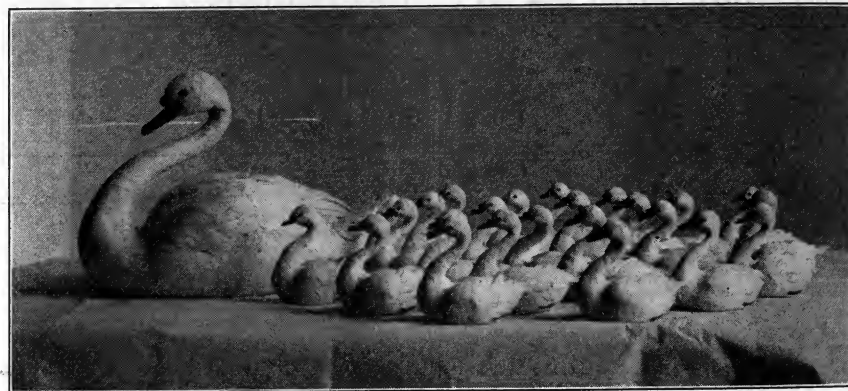
The "fabric finish" Royal Irish Linen, now so popular, possesses a surface that is delightful, both for the ready and unready writer, to write upon. The latest shade in which the "fabric finish" variety is offered is "Twilight Gray," so attractive when stamped in white from a monogram address die, or with a white border.

Dealers should write to Marcus Ward Company, 116-124 39th street, Brooklyn, N. Y., for samples of its "Royal Irish Linen" papers, particularly the new "Twilight Gray."

A "Swan" Window Display.

Mabie, Todd & Co., pushing along in their progressive way, have got out a rather novel advertisement, consisting of a large Swan and twenty-four little Swans, which makes an exceptionally effective center-piece for window display.

All the birds are separate and distinct



VERY ATTRACTIVE WINDOW DISPLAY FOR SWAN FOUNTAINS.

Federal authority should certainly not be taken care of by the judgment of that one bureaucrat.

"Precise rules cannot be laid down. To close the mails to all picture-cards of 'men and women kissing,' as in the Chicago Post Office, is ridiculous as well as lawless, for while some of these pictures may be shocking to the general sense of decency, many of them are proper or even artistic or at the worst merely repulsive.

"No one wants to see the mails used to circulate indecency. But no one wants to see the Post Office placed in charge of the country's manners and morals. These are for individual and community regulation, not for the control of a centralized autocracy."

Marcus Ward's "Royal Irish Linen"

Marcus Ward Company is naturally proud of the fact that its "Royal Irish Linen" writing paper has maintained its high standard of excellence for over fifty years. The reputation of this paper was made on the "Mill finish" variety, but it can now be had in all finishes, weights and

and can be arranged in many natural forms.

Mabie, Todd & Co. will send a set of these on request to dealers handling the "Swan" pen.

BUSINESS BUILDING.

(Continued from page 30.)

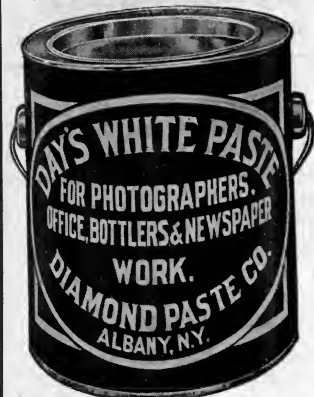
Obey the Laws of Health, develop the Powers of your Mind, "Your Thinker, Your Feeler, Your Rememberer." Give these three the proper exercise, and the world, because of the Efficient Service you can render, will recognize you as a competent man. Then develop your "Imaginer" and your "Willer" and it will recognize you as an exceptional man—a man of Initiative.

You will stand at the threshold of Success.

In Talk No. 7, I will take up the last injunction, the obeying of which will lead to Achievement.

The only way to get information is to ask questions—We have a Questions and Answers department.

6 & 12 lb. Pails. 6 oz. Jars.



The reason that Consumers always come back for *MORE* of
DAY'S WHITE PASTE

is that they find that it is always smooth and even; that it will not smear; does not mould or sour; and that it does not crystalize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

A Perfect Paste for All Paste Uses

Day's White Paste has been advertised so extensively by the manufacturer, and the article has proven so satisfactory to the consumer, it has created a demand that grows with every year.

Put up in Full-Size, Full-Weight containers. In 6-lb. and 12-lb. pails, the most economical paste on the market.



Write for Dealer's Prices for Full Line

Our prices to dealers will interest you. Write for them.

DIAMOND PASTE CO., 72 Hamilton St., Albany, N. Y.

Mr. Stationery Dealer Don't Miss Your Share



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products **FREE**

Write us to-day.

The Detroit Coin Wrapper Co.

Detroit, Mich.

Toronto, Ont.

**XMAS CARDS
 GUEST CARDS
 TALLY CARDS
 BIRTH CARDS
 CONGRATULATIONS**

and a thousand other novelties.

Send an open order for a small assortment.

Chas. S. Clark Company

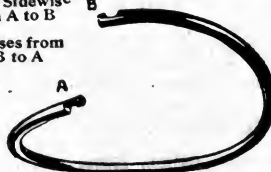
Art Publishers and Importers

ST. LOUIS

U. S. A.

EVERY LOOSE LEAF LIES FLAT WHEN USING THE IMPROVED UNIVERSITY BOOK RING

Open Sidewise From A to B
 Closes from B to A



Patented Nov. 24, 1908.

OTTO KELLNER, JR.,

It meets every requirement for the temporary binding of student's and stenographer's note books, and various loose leaves. Simple, strong and neat. Made in four sizes. No. 1, 1 1/4 inches diameter, light weight; No. 1, heavy weight, 1 1/4 inches; No. 2, 1 1/2 inches diameter, light weight; No. 2, 1 7/16 inches diameter, heavy weight. Unjointed ring, 1 1/4 inches diameter.

Write for particulars



Patented Feb. 4, 1902

4028 STATE STREET, CHICAGO

Window Displays

of inks and adhesives can be used to distinct advantage in boosting your sales of these much needed articles.

All

Carter's Inks

Mucilage and Paste

packages are put up as attractively as possible with labels and general appearance intended to help the dealer realize a quick return on his money.

Carter's Writing Fluid

The best general ink for Office and Home.



UNION ENVELOPE COMPANY

Makers of **DUPLEX CHURCH COLLECTION ENVELOPES**

Makers of All Kinds of Envelopes

LET US SUBMIT QUOTATIONS.

RICHMOND, VA.

CORRESPONDENCE SOLICITED

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All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

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Get Good-Will of Traveling Men

"No, I don't want anything today and it is no use taking up my time trying to tell me what you have got to sell. I am too busy to talk to traveling men."

How many times in a year do you suppose the unthinking retailer hurls words to that effect at the traveling man who calls upon him? asks Detroit Trade. The same fellow seems to get the habit of "choking off" anybody who looks like a traveling man without giving him a hearing, and when a salesman enters the store the dealer will make a desperate bluff at appearing busy. Why this is done no one can answer.

It is the traveling man as a class who will, if properly treated, prove to be about the most valuable friend any man in business can have. To be sure, the salesmen often do come into a store when the proprietor is busy, and the latter's natural tendency would be under ordinary circumstances to dispense with an interview if possible, but except in cases where it is absolutely impossible to spend a very few minutes with the salesman the latter ought to be given a reasonable amount of time and attention and always be treated with courtesy and respect.

As has been stated before, his house sends him out at great expense to sell goods, and he ought to be given the same attention as the grocer expects for the men who go out from his store to take orders from their customers.

A head man in one of the principal stores on Woodward avenue in Detroit recently remarked to the writer that he had made a cast-iron rule in his institution that every salesman who came in there to sell goods or to solicit for any proposition whatsoever must be treated with the same courtesy as is shown to the customers of the store. The firm can't buy from every man who calls, but each salesman when he leaves that store goes away impressed with the character of the people who are behind it, and if the opportunity ever came for him to extend a favor or to speak a good word or to in any other way do a good turn for the concern, you may rest assured that he will do it.

If in the past you have been a little careless in regard to your treatment of the men on the road to think it over. The man in business is fortunate if he enjoys the good will of the traveling men.

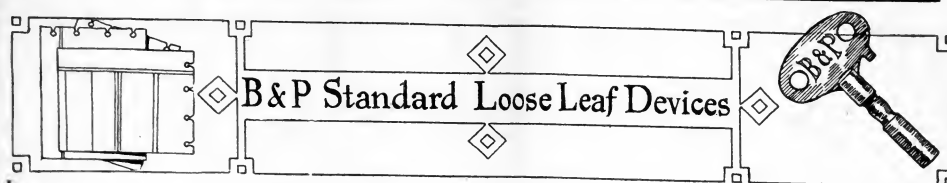
NEW PATENTS

1,004,777.—Binding Device for Loose Leaf Books. J. Griesinger, Los Angeles, Cal.

1,004,784.—Rotary File Cabinet. W. J. Hayes, Windsor, Ontario, Can., and J. H. Deming, Grosse Pointe Farms, Mich.

1,005,018.—Pencil Sharpener. C. A. Gaiser, Toledo, Ohio.

1,005,036.—Method of Disinfecting Books. T. H. Hood, Greenville, Miss.



Home Office--New York

The executive offices of the Boorum & Pease Loose Leaf Book Co. are in New York at the address given below.

Every dealer needs constantly to order loose leaf stock items at times when the traveling representative is not in town. Our correspondence department is especially organized to give good service on orders for B&P STANDARD and SIEBER and TRUSSELL Loose Leaf Devices.

We do not believe any concern could give corresponding with the dealer more attention than we give it. Indeed, the Loose Leaf Co. was organized for the distinct purpose of marketing these splendid new lines in the closest co-operation with the dealer.

We turn down thousands of dollars' worth of business every week, offered us direct by the consumer, in order to give the dealer full protection.

Boorum & Pease Loose Leaf Book Co.

MAKERS OF

"STANDARD" and "SIEBER & TRUSSELL"
Loose Leaf Devices

MAIN OFFICE 109-111 Leonard St. New York FACTORIES Brooklyn, N. Y. St. Louis, Mo.

SALESROOMS
109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.

Home Office--Brooklyn

For your better service be sure that your blank books and loose leaf orders are made out SEPARATELY—and that the BLANK BOOK orders are sent to the Brooklyn address given below (except, of course, when you deal with one of our branches).

And remember that the B&P STANDARD blank book line—"the line of 10,001 numbers"—is an ACTUAL STOCK line carried for instant delivery at the factory.

NOW is a splendid time to study your customers' needs for next year and make up your stock orders for big business in January.

Boorum & Pease Company

MANUFACTURERS OF

STANDARD BLANK BOOKS
The Line of 10,001 Numbers

HOME OFFICES Bridge, Front & York Sts., Brooklyn, N. Y. FACTORIES Brooklyn, N. Y. St. Louis, Mo.

SALESROOMS
109-111 Leonard St., New York Republic Bldg., Chicago, Ill. 220 Devonshire St., Boston, Mass. 4000 Laclede Ave., St. Louis, Mo.



Notes on New Books

Popular Books of the Week.

The New York Public Library, Circulation Department, reports books most in demand, excluding fiction, for the week ending November 8, as follows: Schreiner's "Woman and Labor," Mobray's "Conquest of the Air," Palmer's "The Teacher," Browne's "Everywoman," Addams's "Twenty Years at Hull House," Freytag's "Technique of the Drama," Soyer's "Paper-Bag Cookery."

Best Selling Books

From the Bookman's list the six best selling books (fiction) which have sold best in the order of demand during September are:

- | | POINTS. |
|---|---------|
| 1. "The Winning of Barbara Worth Wright." (Book Supply Co.) \$1.30. | 294 |
| 2. "The Common Law." Chambers. (Appleton.) \$1.40 | 262 |
| 3. "The Ne'er-Do-Well." Beach. (Harper) \$1.25 | 229 |
| 4. "The Harvester." Stratton-Porter. (Doubleday, Page.) \$1.35 | 192 |
| 5. "The Iron Woman." Deland. (Harper.) \$1.35 | 116 |
| 6. "Queed." Harrison. (Houghton Mifflin.) \$1.35 | 110 |

The best selling non-fiction was:

1. "Woman and Labor." Schreiner. (Stokes.) \$1.25

2. "How to Live on Twenty-four Hours a Day." Bennett. (Doran.) 50c.
3. "The West in the East." Collier. (Scribner.) \$1.50.
4. "Mental Efficiency." Bennett. (Doran.) 75c.
5. "Paper Bag Cookery." Soyer. (Sturgis & Walton.) 60c.
6. "My Life." Wagner. (Dodd, Mead.) \$8.50.

The best-selling juveniles were:

1. "The Motor Boys' Series." Young. (Cupples & Leon.) 50c.
2. "Rolf in the Woods." Seton. (Doubleday, Page.) \$1.50.
3. "The Story Girl." Montgomery. (Page.) \$1.50.
4. "Mother Carey's Chickens." Wiggins. (Houghton Mifflin.) \$1.25.
5. "The Sea Fairies." Baum. (Reilly & Britton.) \$1.25.

One Fairy's One Foot

Tippitin was "The One-Footed Fairy," in the story which gives its name to the book of stories written by Alice Brown (Houghton, Mifflin Co., \$1.25). There was perhaps never a one-footed fairy in the fairy world before, and it was really uncommonly nice of Tippitin. The way of it was, the fairy queen, her "most love-

ly-dear-and-glorious-splendid Majesty," had come straight from Lapland on the Crystal Express to sit on the most comfortable throne in the world, which was—well, just a tiny piece of bark in the forest. But the queen loved it.

And the fairies welcomed the queen with a dance. But Tippitin wouldn't dance, and all the fairies wondered. And the reason? The queen discovered it. Something was under the throne. And it came out—the tiniest foot you ever saw. It jumped straight into the circle of the dance in Tippitin's place and then went straight over to Tippitin himself. It was Tippitin's own foot, and he screwed it back into place again. The nice Tippitin had taken his foot off to put under the queen's throne so it wouldn't joggle, and the queen made him Keeper of the Wood Bark Throne as a reward

"The Dutch Twins"

They are the very nicest little children, dear little Kit and dear little Kat, whom Lucy Fitch Perkins has written about and drawn in "The Dutch Twins" (Houghton, Mifflin Co., \$1). The pictures are really nicer than the story, and perhaps that is saying a great deal. They began on the very front page—almost before it—for plump little Kat in her queer little girl's cap, and plump little Kit in his quaint little boy's cap, both of them wearing their quaint little wooden shoes, are on one of the first white leaves of the book, holding a placard on which are the words: "This book belongs to—," and where will be written the

If it's Anything in the Line of Paper for Stationer or Printer

WE HAVE IT

CARTER, RICE & CO., Corporation

BOSTON, MASS.



MANN'S COPYING BOOKS AND PAPER

Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA



GLOBES

From 3 to 30 inches in diameter, in all styles and mountings.

**HYLOPLATE
BLACK-
BOARDS
SLATED
CLOTH**

Alpha Crayon, Erasers and other School Specialties.

The Original Andrews Dustless Eraser.

WEBER COSTELLO CO.
Chicago Heights, Ill.

Successors to School Supply Dept. of A. H. Andrews & Co., Chicago, Manufacturers for the Trade only.

EAGLE POINT PROTECTOR WITH PENCIL NO. 561



EAGLE PENCIL COMPANY

377-379 BROADWAY

NEW YORK

(Reg. U. S. Pat. Office)

Put up 1 dozen on a card and half-gross in a carton. Gilt Point Protector, with movable clasp, red ring and red rubber, containing yellow polished hexagon pencil 6 inches long. Length of protector 2 3-4 inches.

name of the happy little boy or girl who will some time own the book.

After that the pictures run in and out all through the story; here, there, and everywhere, showing little Kit and little Kat doing all the many interesting things that little boys and girls in Holland do—the places and the people and everything so different from anything that little American boys and girls see. The very last words tell, and a picture shows, how little Kit and little Kat are put to sleep in a little cupboard bed, such a funny little curtained hole in a wall that it makes going to bed seem the nicest thing possible.

Cap'n Jake, He Says—

F. Alexander Lucas has collected nearly a score of tales and sketches of the Jersey coast under the title "Barnegat Yarns" (Broadway Publishing Company). Nearly all of them are told, with the help of judicious questioning and comment, by an old sea dog of a Cap'n Jake, an all-around bay and shore man, who has spent most of his life in his boat on the bay and the "outside" waters. They vary in theme from accounts of love affairs that he has aided and humorous yarns of mishaps to landlubbers on the sea to tales of pirates, remnants of Capt. Kidd's gang, he firmly believes, who operated around about Barnegat in the days of his forefathers. Cap'n Jake is a bit garrulous, and the author would have done well to edit him a little and subdue his uneducated speech somewhat, so that the reader's attention would not be constantly distracted from his story to his uncouth manner of expression.

Ten Delightful Stories

Eleanor Hallowell Abbott, who had a very pleasant success last year with her "Molly Make-Believe," has collected ten short stories into a volume bearing the title "The Sick-A-Bed Lady" (Century Co., \$1.30). Two of the stories, that giving its title to the book and "The Very Tired Girl," were prize winners in two of Collier's competitions. Every one of the tales betrays an individual touch, a something in both idea and manner as distinctive and insistent as the fragrance of a single pine tree in an oak wood.

The titles of the stories suggest the individuality and a certain quaintly poetic quality of imagination, which flavor them all: "The Runaway Road," "Woman's Only Business," "Something That Happened in October," "The Happy-Day," "Heart of the City," are some of them. Miss Abbott knows how to deal in tragic moments, too, although she sometimes overdoes a weird tenseness of description and makes the result grotesque when she had merely meant it to be graphic. She is not afraid of ideas about life and its problems.

New 1912 Edition

OF

LOCKWOOD'S DIRECTORY

OF THE

Paper, Stationery and Allied Trades

37th Annual Number

Price, ^{Express} _{Prepaid} \$3.00

**You need it in your business. Order it now
and get full benefit**

This Directory is issued annually about the middle of September, fresh and up-to-date, at the beginning of the busy Fall Season.

It contains a list of all the Paper, Pulp and Chemical Fibre Mills in the United States, Canada and Mexico, geographically arranged. Also lists of same classified according to goods made.

Manufacturers of Glazed and Coated Papers, Waxed and Parchment Papers, and Cardboard.

PAPER DEALERS and Importers in the United States.

Rag and Paper Stock Dealers in the United States.

Lists of Water Marks and Brands.

LEADING STATIONERS in the United States and Canada, together with booksellers and other merchants handling stationery. Wholesale Stationers are designated by *, Stationers handling books are marked (b), Department Stores handling Stationery are marked (g) and Jewelers handling it are marked (j).

Twine, Tags and Playing Card Manufacturers.

Blank Books, Envelopes, Pads and Tablet Manufacturers.

Paper Bag and Paper Box Makers and Wall Paper Printers.

Lists of Trade Associations, with Officers.

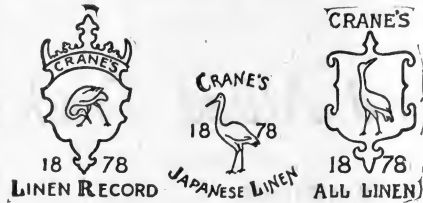
This Directory has grown wonderfully during the past several years, and no better index of the growth of the trades it represents can be found. At \$3.00 it is cheaper than any directory of any trades as important and diversified as the Paper and Allied Trades.

Please remit with order. ADDRESS

Lockwood Trade Journal Co.

150 NASSAU STREET, NEW YORK

Mills of **CRANE BROS.,**
Westfield, Mass.
Manufacturers of
LINEN PAPERS with the
Famous Watermarks



YEAR BOOKS FOR 1912

Turn your attention to diaries: these are the active months in that branch. Carry the diary that's advertised:
**HUEBSCH'S
YEAR BOOKS**

B. W. HUEBSCH
225 Fifth avenue New York

"A Journal for Progressive Master Printers"
THE AMERICAN PRINTER
A Sample Copy is Yours for 20 cents.
A Year's Subscription Costs Two Dollars

Should There Be But One International Organization?

The September AMERICAN PRINTER contains the opinions of leading organization men on the situation that confronts the two employing printers' conventions at Denver.

This number also contains other timely articles that will interest all up-to-date printers.

Excellent examples of color printing are shown.

The AMERICAN PRINTER is subscribed to by printers who wish a journal that instructs, interests and entertains. Are you a subscriber? If not, send 20 cents for a copy.

Oswald Publishing Co., 25 City Hall Place, New York

HIGGINS' WHITE DRAWING INK



Chas. M. Higgins & Co.

Originators and Manufacturers

INKS AND ADHESIVES

New York --- Chicago --- London

Main Office, 271 Ninth Street, } BROOKLYN, N. Y.
Factory, 240-244 Eighth Street, } U. S. A.

Is now ready for the market. It is a pure white ink, for pen lines or brush tints, and is waterproof when dry. Can be mixed with colored inks to make bright opaque tints. It will be useful in drafting and library work. Put up the same as our regular Drawing Inks.



This Package Represents

THE BEST SELLING
AND BEST MADE

Playing Card

IN THE WORLD

SEND FOR OUR NEW
TUCKS

For Window Display and Office
Directory of Patterns.

The New York
Consolidated Card Company

222 to 228 W. 14th St., New York



THE PHOTOMAILER

TRADE MARK

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